No. 126
April '69

MAD

OUR PRICE 35¢ CHEAP

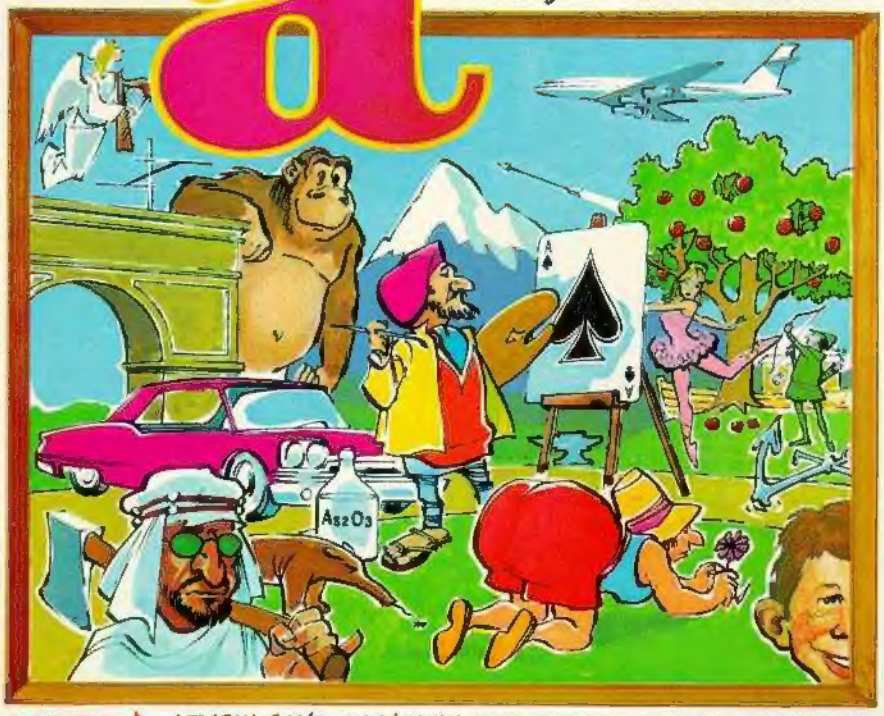
WHO NEEDS YOU

MAD'S COLOR PUZZLE PAGE

ARTIST: BOB CLARKE WRITER: AL JAFFEE

THE WONDERFUL LETTER **a**

How many things can you see that begin with this letter?



ANSWER ➔ THERE ARE 3,586 THINGS THAT BEGIN WITH THE LETTER "A"! THEY ARE: A LADY, A PAINTER, A GORILLA, A HATCHET, A CAR, A JET PLANE, A MORON WHO ATTEMPTS TO SOLVE PUZZLES LIKE THESE, AND 3,579 MORE!

SPARKLING COLOR BLINDNESS TEST

CAN YOU SEE THE NUMBER HIDDEN IN THIS COLOR BLINDNESS TEST CHART?

ANSWER ➔ IF YOU SEE AN EIGHT, YOUR COLOR PERCEPTION IS NORMAL, IF YOU SEE A THREE, YOU'RE COLOR BLIND!

COLORFUL PEOPLE

Here are people of different colors and different races all living together in love and peace and harmony. Can you color them correctly, and guess where they're from?

ANSWER: YOU ARE CORRECT IF YOU COLORED THEM ALL *GREEN!* BECAUSE IF THEY ARE ALL LIVING TOGETHER IN LOVE AND PEACE AND HARMONY, THEY MUST BE *MARTIANS!*

COLOR MATCH-UP GAME

Which ones are the Twin Easter Eggs?

ANSWER ➔ Although all six eggs are colored alike, none of them are twins! One is a chicken egg, one is a duck egg, one is a turkey egg, & one is the big fat goose egg you get for a score in this color puzzle!

NUMBER 126 APRIL 1969

MAD

"The grass is always greener at the Golf Club that has a restricted membership!"—Alfred E. Neuman

WILLIAM M. GAINES *publisher* ALBERT B. FELDSTEIN *editor*

JOHN PUTNAM *art director* LEONARD BRENNER *production*
JERRY De FUCCIO, NICK MEGLIN *associate editors*
JACK ALBERT *lawsuits*
GLORIA ORLANDO, CELIA MORELLI, JOAN ZECCA,
CURTIS ANDERSON *subscriptions*
CONTRIBUTING ARTISTS AND WRITERS
the usual gang of idiots

DEPARTMENTS

BERG'S-EYE VIEW DEPARTMENT
The Lighter Side Of American Tourists 34

COME-ON DENOMINATOR DEPARTMENT
Games People Play 43

DON MARTIN DEPARTMENT
Outside A Novelty Shop 12
In An Italian Restaurant 29

DOUBLE STANDARD OF LIVING DEPARTMENT
A Typical Success Story Movie Of The Past
A Typical Success Story Movie Of The Future } 44

EDITORIAL WHEE! DEPARTMENT
Hugh Vs. Helen 11

FOOD FOR THWART DEPARTMENT
A MAD Look At Frustration 40

GRIN AND BEWARE IT DEPARTMENT
You're In Trouble If They Smile 26

INSANE REPLAYS DEPARTMENT
MAD's 1968—'69 Football Lowlights 15

INSIDE-OUCH DEPARTMENT
A MAD Peek Behind The Scenes At An Airport 24

JOKE AND DAGGER DEPARTMENT
Spy Vs. Spy 19,39

KIDDIE-LITTER DEPARTMENT
Familiar Affair (A MAD TV Satire) 7

LETTERS DEPARTMENT
Random Samplings Of Reader Mail 2

MARGINAL THINKING DEPARTMENT
"Drawn-Out Dramas" by Aragones ..... **

PEN-AND-INCULCATION DEPARTMENT
If Comic Strips Covered The Burning Issues Of The Day 20

ROAD SHOW DEPARTMENT
The MAD Plan To Beautify America 30

THE MALADY LINGERS ON DEPARTMENT
A MAD Look At The Diseases Of Our Sick Society 4

TRITE AND TRUE DEPARTMENT
MAD's Late Night Cliché Movie Script 23

**Various Places Around The Magazine

MAD—April 1969 Vol. 1, No. 126 is published monthly except February, May, August and November, by E. C. Publications, Inc., 485 MADison Avenue, New York, N. Y. 10022. Second Class Postage paid at New York, N. Y. Subscriptions: In the U.S.A., 17 issues $5.00. Outside U.S.A., 17 issues $6.25. Allow 10 weeks for change of address to become effective. Entire contents copyright © 1969 by E. C. Publications, Inc. The Publisher and Editors will not be responsible for unsolicited manuscripts and request all manuscripts be accompanied by a stamped self-addressed return envelope. The names of characters used in all **MAD** fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence. Printed in U.S.A.

VITAL FEATURES

FAMILIAR AFFAIR (A MAD TV SATIRE) Pg. 7

MAD'S 1968—'69 FOOTBALL LOWLIGHTS Pg. 15

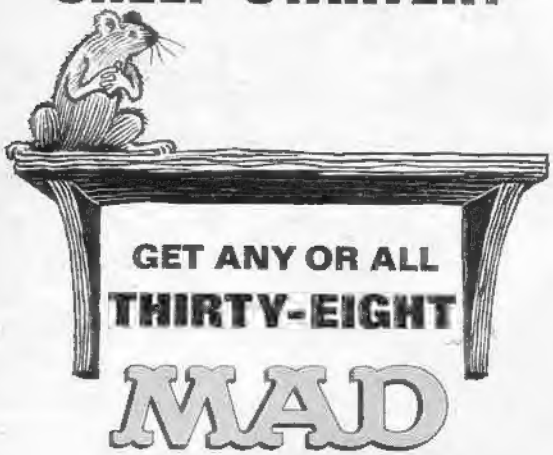
THE LIGHTER SIDE OF AMERICAN TOURISTS Pg. 34

A MAD LOOK AT FRUSTRATION Pg. 40

A SUCCESS STORY MOVIE OF THE PAST Pg. 44

A SUCCESS STORY MOVIE OF THE FUTURE Pg. 44

LOOKING FOR A SHELF-STARTER?



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- ☐ Howling MAD
- ☐ The Indigestible MAD
- ☐ Burning MAD
- ☐ DON MARTIN Steps Out
- ☐ DON MARTIN Bounces Back
- ☐ DON MARTIN Drops 13 Stories
- ☐ MAD's Captain Klutz
- ☐ DAVE BERG Looks at the USA
- ☐ DAVE BERG Looks at People
- ☐ DAVE BERG Looks at Things
- ☐ The All-New SPY vs. SPY
- ☐ SPY vs. SPY Follow-Up File
- ☐ A MAD Look at Old Movies
- ☐ AL JAFFEE's Snappy Answers
- ☐ "Viva MAD!"
- ☐ MAD for Better or Verse

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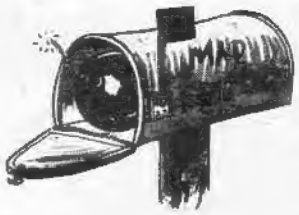
LETTERS DEPT.



MAFIACO ANNUAL REPORT

Your "MafiaCo Annual Report" was a real smash! And anybody don't like it gets his!

Doug "Big Fish" McDevitt
Abington, Penna.

Although most of your "MafiaCo Annual Report" is very amusing and clever, the one thing that is not very funny is that it is all too true!

Tom Alexander
Livonia, Mich.

The fact that you know more about the Mafia than the U.S. Government (Note accurate figures in Financial Report!) has finally confirmed a long-time suspicion of mine . . . mainly that MAD Magazine is actually a "front" for the Mafia. After all, how ELSE could such a crummy magazine survive without advertising?!

Daniel Seitz
Croton-On-Hudson, N.Y.

CHRISTMAS IS . . .

"Christmas Is . . ." was brilliantly written (Gilbert Barnhill) and charmingly drawn (Al Jaffee), and showed just how agonizing that season of the year can sometimes be.

Greg Fash
New Brunswick, Canada

Your "Christmas Is . . ." article was nothing short of priceless. We used each example as a Christmas Card to appropriate people.

Lynne Cusumano
Great Neck, N.Y.

Christmas Is . . . getting stuck with 3 Gift-Subscriptions to MAD!

James Saltzman
Plainville, Conn.

FOLLOW-UP REPORT ON PROGRESS

Your "MAD's Follow-Up Report On Progress" was worse than your first "MAD Report On Progress"! That's progress?!?

Howard Wilson
No Address Given

SONGS OF CRIME, VIOLENCE, ETC.

About MAD's "Songs of Crime, Violence, War, Hate, Bigotry, The Lunatic Frings, and All-Around Ecchiness". . . we should put them all together and call it our National Anthem!

Sammy Wismonski
Brooklyn, N.Y.

ROSEMIA'S BOO-BOO

I have been reading MAD for many years and I have seen some hilarious satires on popular motion pictures, but I can honestly say that I have never read anything as pointed, cutting and just plain funny as "Rosemia's Boo-boo". It was a gem.

Ted Heslin
Glen Ridge, N.J.

Your satire, "Rosemia's Boo-boo" was certainly that . . . a boo-boo! The original movie was one of the few instances where Hollywood realistically reproduced a book almost line by line without distortion. If you must blame someone for the nude-shots, criticism of the Catholic church, etc., blame the book's author, not the movie! Once again you have demonstrated that your so-called "satires" are often not constructive criticism, but merely "cute" attempts to get a few laughs.

Ted Studebaker
New Carlisle, Ohio

Your satire, "Rosemia's Boo-boo", was DEVILISHLY CLEVER!!

Joseph Farley
Spartanburg, S.C.

"Rosemia's Boo-boo" is unexcelled by any of your other past movie satires, and is certainly the funniest. A triumph!

Dion Thatcher
Oakland, Calif.

I thought that "Rosemia's Boo-boo" was one of the finest satires of one of the trashiest and blasphemous books I have ever read. They should have made the movie from your satire instead of wasting all that film. I am a constant reader and admirer of your ever-increasing wisdom.

Jane Abdallah
Bensenville, Ill.

I read "Rosemia's Boo-boo". . . and that was MY boo-boo! Yecch!!

Steve Tart
Springfield, Oregon

I want to tell you that I think your satire of "Rosemary's Baby" was the most disgusting thing I have ever read. You tore apart what I felt was a magnificent work of art! But what is even more disgusting is that I enjoyed every word of it!

Liz Ryden
San Jose, Calif.

Bewitching!!

Joseph Carames
New York City, N.Y.

Congratulations on exposing the "Rosemary's Baby Hoax"! I was disgusted by those who labeled it a "true Gothic horror tale" as much as by those who labeled it "Blasphemy". Thanks to your charming cover and delightful satire, this joke on the public is exposed.

Matt Ignoffo
Chicago, Ill.

"Rosemia's Boo-boo" was a heavenuva good job!

Geoff Sirc
Lyndhurst, Ohio

A MAD SHOW BIZ SUCCESS STORY

Congratulations to Don Martin and Dean Norman for their hilarious "MAD Show Biz Success Story"! I laughed as much at Don's pictures as I did at Dean's words. The two of them make a great team!

Grant Winston
Henderson, Ky.

WHAT IS A MAKE-OUT MAN?

"What Is A Make-Out Man?" was not only the funniest article MAD has ever run, but also the most educational. It gave me some new ideas!

Glenn Weiss
Queens, N.Y.

MAD really slipped with "What Is A Make-Out Man?" Frankly, we're a lot worse than that!

Dave Wilke
Lamont, Ill.

BUGS 'N WORMS 'N THINGS

I just can't get over "A MAD Look At Bugs 'n Worms 'n Things"! Every time I think about it, it BUGS me!

Leon Fabiszak
Chicago, Ill.

I laughed so hard I nearly fell out of my web.

Paul R. Clark
No Address Given

CASEY AT THE DICE

I never laughed so hard or for so long at a poem-satire as I did at "Casey at the Dice". My compliments to Jack Davis and especially to Frank Jacobs for a beautiful job.

John Vallandigham
Los Gatos, Calif.

If you like Frank Jacobs' poem-satires, you'll like his paperback book, "MAD—For Better Or Verse"!—Ed.

Casey may have . . . but MAD certainly didn't crap out with this one.

Pete Catalano
Hazlet, N.J.

AMERICA IS GOING DRAG

Congratulations!! I think MAD's back cover ad satire, "America Is Going Drag", is the greatest yet. It hits the nail square on the head. This disgusting trend to flatten women's breasts and design skin-tight clothes for men can only be conceived by sick people. If this trend to defeminize women and emasculate men continues, this country is finished. Keep printing this message. By continuing to buy and wear their ill-conceived creations, we are only encouraging them!

Lawrence Lane
New Brunswick, N.J.

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PLAN AHEAD

If you're thinking of re-decorating, plan ahead! Mainly, a head of Alfred E. Neuman, MAD's "What—Me Worry?" kid! That way, you can destroy whatever effect you set out to achieve! Full-color portraits of our boy, suitable for framing (or just sticking up with tape) are available. Mail 25c for 1, 50c for 3, $1.00 for 9 or $2.00 for 27 (One for each room, if you're re-decorating a mansion!) to: MAD, 485 MADison Avenue, New York, New York 10022

THE MALADY LINGERS ON DEPT.

A MAD LOOK AT THE DISEASES OF OUR... SICK

PARKING ZONE'S DISEASE

GANGRENE

DROPSY

YELLOW FERVOR

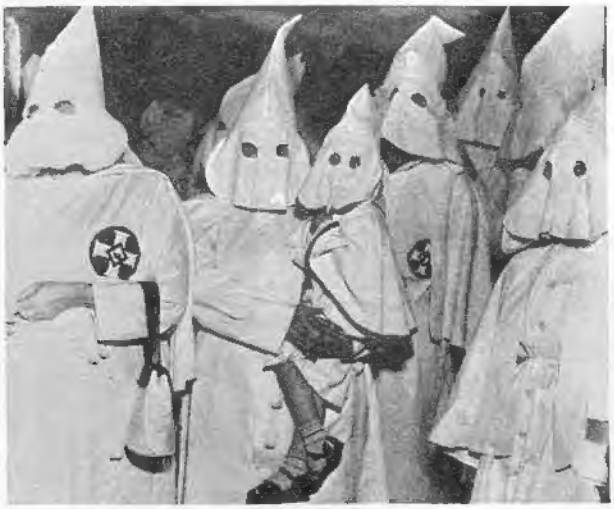
LENINGITIS

SOCIETY

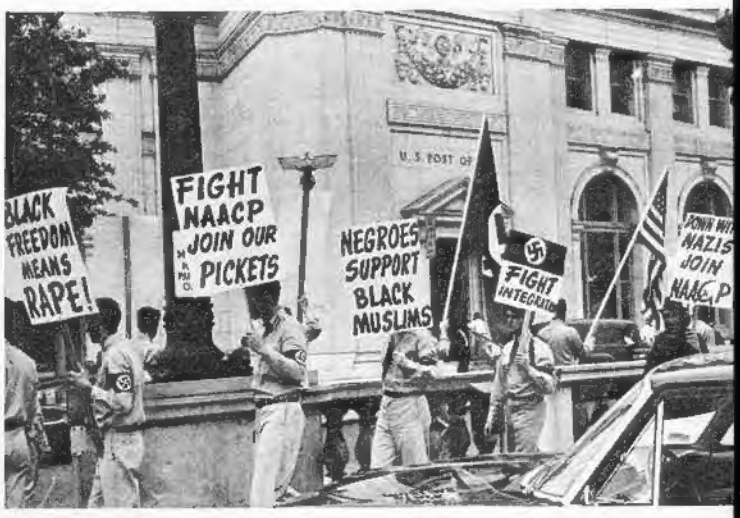
CONCEIVED BY:
MAX BRANDEL

PHOTOS BY:
U.I. AND
WIDE WORLD

COLOR BLINDNESS

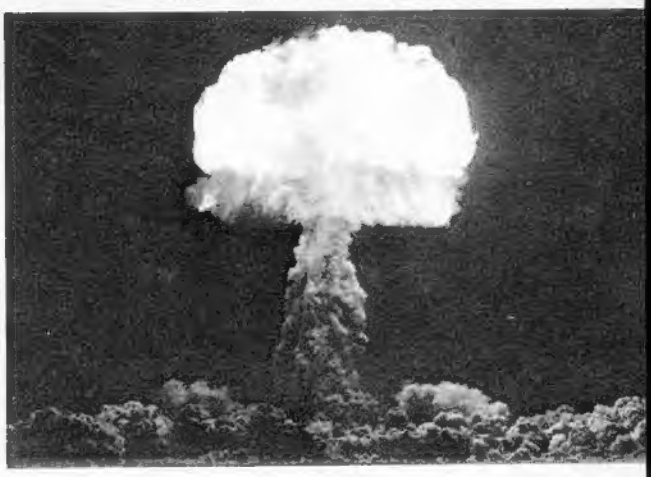


GERMAN MEASLES



DISSENTERIA

MONONUCLEAROSIS



HIPPITITIS

CARSONOMA

MAOLARIA

AFFLUENZA

ARTRITIS

BURY-BURY

ELEPHANTIASIS

CONGESTION OF THE TUBES

4:00

11 Gigantor Cartoon (C).
2 Secret Storm; Serial (C).
4 Match Game (C).
7 Dark Shadows (C).
9 **MOVIE; "IT STARTED WITH EVE," Deanna Durbin, Charles Laughton.** Young girl poses as the daughter-in-law of a dying millionaire (1941) ★★★½

4:30

11 Speed Racer Cartoon (C).
2 **HIGHLIGHTS OF DEMOCRATIC PLATFORM AND CREDENTIALS COMMITTEE HEARINGS (C).**
4 **THE SAME (C).**
5 Marine Boy Cartoons (C).
7 **MOVIE; "A MAN CALLED PETER," Richard Todd, Jean Peters.** Story of

7:30

11 Patty Duke Show.
2 Gunsmoke; James Arness (C).
4 Monkees; Davy Jones (C).
5 Truth or Consequences (C).
7 Cowboy in Africa; Chuck Connors (C).
13 Antiques.

8:00

11 Password (C).
4 Champions; Stuart Damon (C).
5 Hazel; Shirley Booth (C).
9 **BASEBALL; METS-GIANTS (C).**
13 Rainbow Quest.

8:30

11 Honeymooners.
2 Lucy Show; Lucille Ball (C).
5 **MERV GRIFFIN SHOW; Totie Fields, O. C. Smith,**

Unmarried "fathers" with children have become a rather overworked TV Situation Comedy formula, it seems. John Forsythe started it several seasons back, Fred MacMurray latched on to it next, Andy Griffith continued it up until last year, and now Brian Keith is milking it dry. In other words, it's definitely a . . .

FAMILIAR AFFAIR

ARTIST: MORT DRUCKER

WRITER: STAN HART

. . . and after dinner, I'll lead us in the "Star Spangled Banner" . . . all four verses!

And I'll recite "The Pledge Of Allegiance" and stumble adorably over the word "indivisible"!

And I'll make a speech, proving the existence of God in my innocent, yet wise way!

Must they be so cute and lovable all the time, Sir?

Of course, Stench! That way, the kids who are watching can identify with them!

You must be joking! No real live child would ever identify with sickening-sweet creeps like them!

That's why this show is on at 9:30 P. M.! They're what theTV Network Executives THINK kids are like! And what parents WISH their kids were like!

I want those kids to grow up like any other normal kids who live in Park Avenue penthouses and have English butlers to wait on them hand and foot!

But don't you think all that luxury might spoil them, Sir?

Why?! It never spoiled ME!—Stench, will you turn my chaise around a bit! I have to lift my head to see you!

Sir, there's one question I'd like to ask you: How come, with all your money and boyish unruly hair and rugged American good looks . . . how come with all that we never see you making out!

Because when you star in a situation comedy like this, you have to take a vow of celibacy . . . just like Fred MacMurray, John Forsythe and Andy Griffith did!

Television fathers just don't DO such things, Stench!

Actually, I have fallen in love . . . and as soon as this series is over, I would like to get married, Stench!

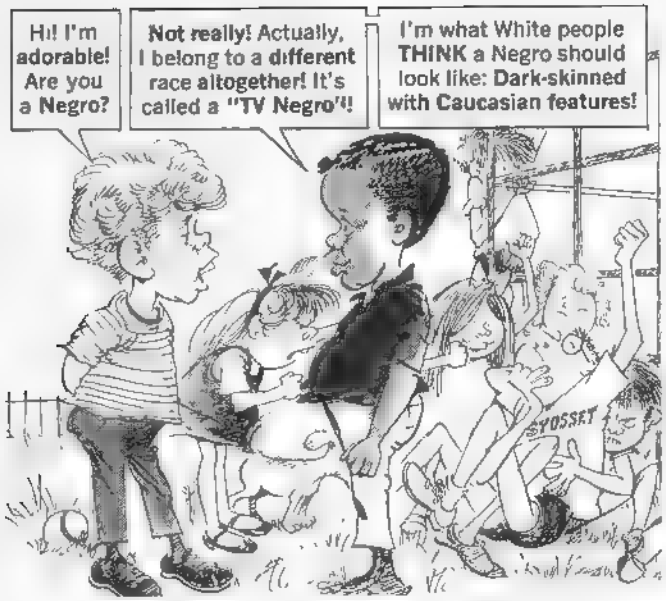
You honor me, Sir!

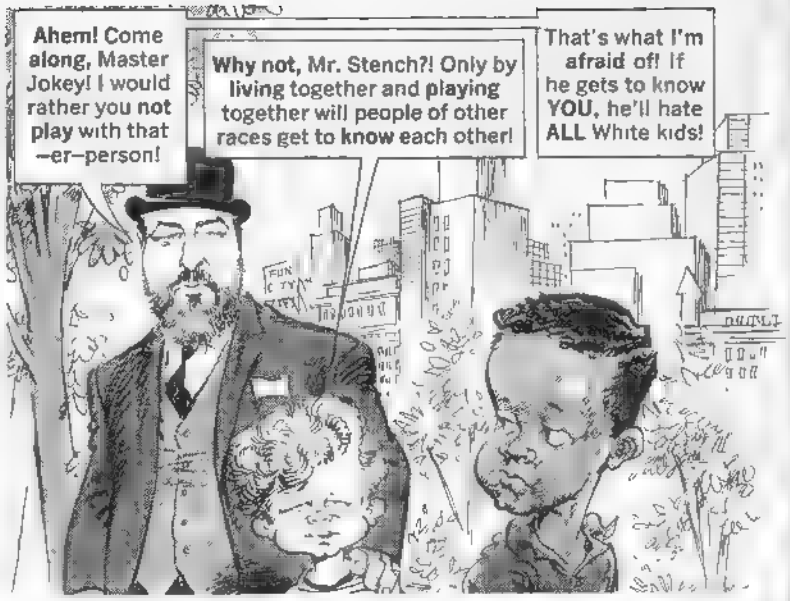
Not to you, idiot!

Ha-ha! Look at you, Stench! You're not a Butler any more! You're a "Nanny"! . . . a "Nursemaid"!

True! Too true! But it's not really so bad . . .

He sleeps a lot!


Hi! I'm adorable! Are you a Negro?
Not really! Actually, I belong to a different race altogether! It's called a "TV Negro"!
I'm what White people THINK a Negro should look like: Dark-skinned with Caucasian features!
SYOSSET


Ahem! Come along, Master Jokey! I would rather you not play with that —er—person!
Why not, Mr. Stench?! Only by living together and playing together will people of other races get to know each other!
That's what I'm afraid of! If he gets to know YOU, he'll hate ALL White kids!

Uncle Bilge, I've got a terrible problem! I want to run away and become an actress!
That IS a terrible problem, as TV situation Comedies go, and certainly deserves the attention of 400 million viewers out there— zzzzzzzZZZZZZZZZZZZZZZ...

Uncle Bilge, please try to stay awake when I'm talking to you!
Huh? Oh—sorry! No—you must finish your education before you do anything else! You must become an aware young person! The world is changing, Sassy, and you must prepare—

zzzzz ZZZZZ Z Z Z
Sorry, Uncle Bilge! I'll forget about becoming an actress!
Good! Then you'll fit right into your role in this series!
Sassy! Please!

Mr. Stench, can we ask you about your beard? It looks so strange!
It's not really a beard at all, Boffy!

The hair on my chest just didn't know when to stop!
Ooooh! Didn't I see you in "Planet Of The Apes"?

Children, I am going to teach you to speak perfect English, practice impeccable manners, and act with elegance at all times!

Oh, goody, Mr. Stench! Then, when we grow up—

—we can become servants—like you!

Well, Sassy, how do you like New York?

Oh, I love it, Mr. Stench! There's so much for a right-minded teenager to do!

So far, I've reformed two winos, shown six muggers the error of their ways, and helped the Mayor avoid a full-scale Harlem race-riot!

All in one day?!

The day's not over yet! I still have the whole afternoon to settle the war in Vietnam!

I've HAD IT, Sir! Good Bye!

Stench, you can't do this to me! You can't leave me alone with those kids! They'll "cute" me to death!

I'm sorry, sir! I must leave—before I crackup! I cannot take their nauseatingly perfect behavior for one more maddening day!

If only they would—just once—do something rotten . . . something mean . . . something even slightly bad . . . something—er—NORMAL!!?

Don't leave! Let me have a talk with them, Stench!

Sir! Look! I don't believe it! They're smoking . . . and drinking!

HEY! What's going ON here?

Sorry you had to find out this way, Uncle Bilge . . . Mr. Stench! Actually, we're NOT kids at all! I'm a youthful 28-year-old, and Boffy and Jokey there are midgets!

Boffy and Jokey . . . MIDGETS!? But . . . WHY??

You honestly didn't think they could ever get REAL kids to act that way, did you?

Hello, Long Distance . . ? Get me the William Morris Agency in L.A.!

Hey, anybody wanna drink? I mix my Martinis five to one!

VARIETY

EDITORIAL WHEEI DEPT.

A MAD Look At HUGH vs. HELEN

Hugh Hefner tells his Playboy pals
How red to paint the town,
But Helen sells the Gurley gals
On doing it up Brown!

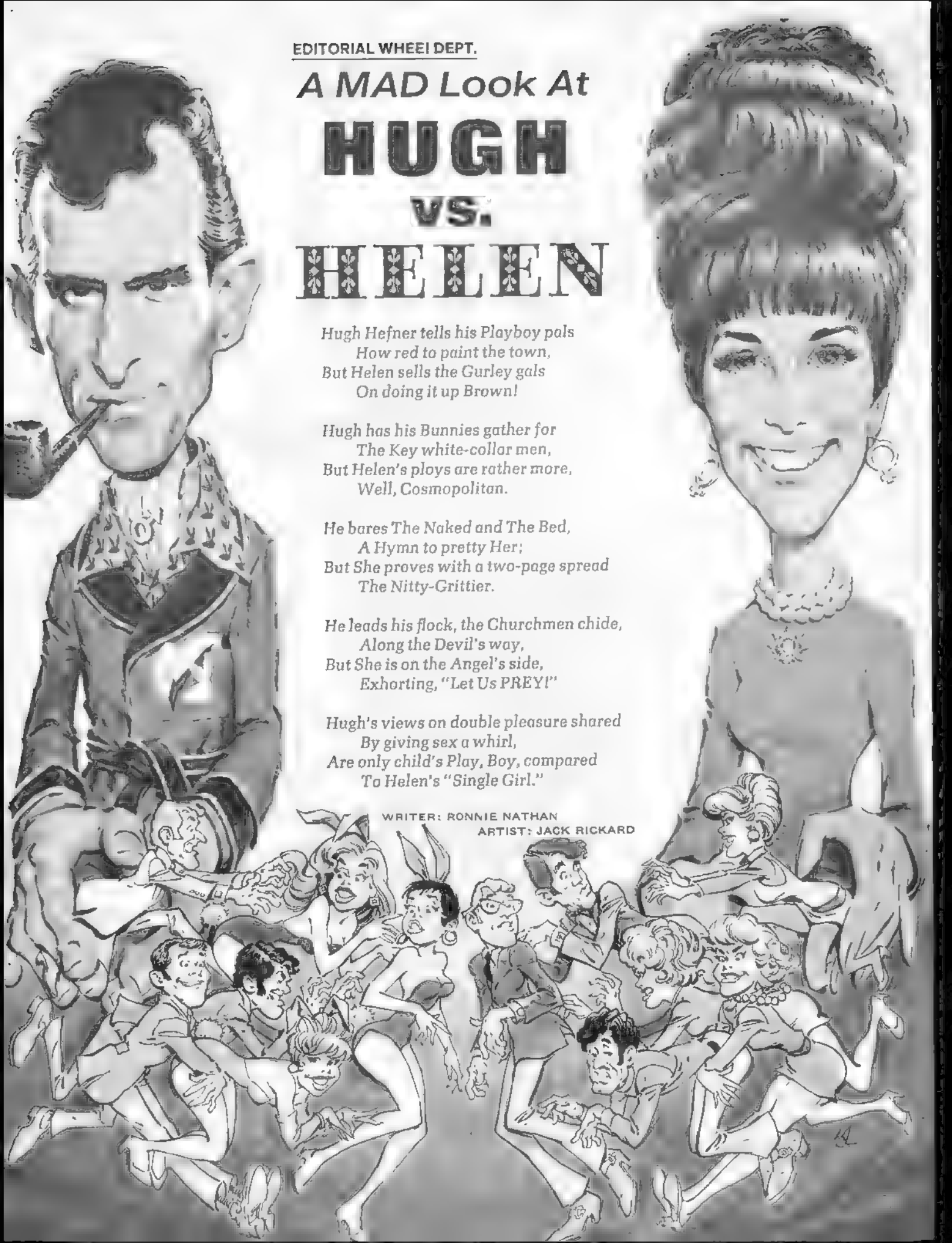
Hugh has his Bunnies gather for
The Key white-collar men,
But Helen's ploys are rather more,
Well, Cosmopolitan.

He bares The Naked and The Bed,
A Hymn to pretty Her;
But She proves with a two-page spread
The Nitty-Grittier.

He leads his flock, the Churchmen chide,
Along the Devil's way,
But She is on the Angel's side,
Exhorting, "Let Us PREY!"

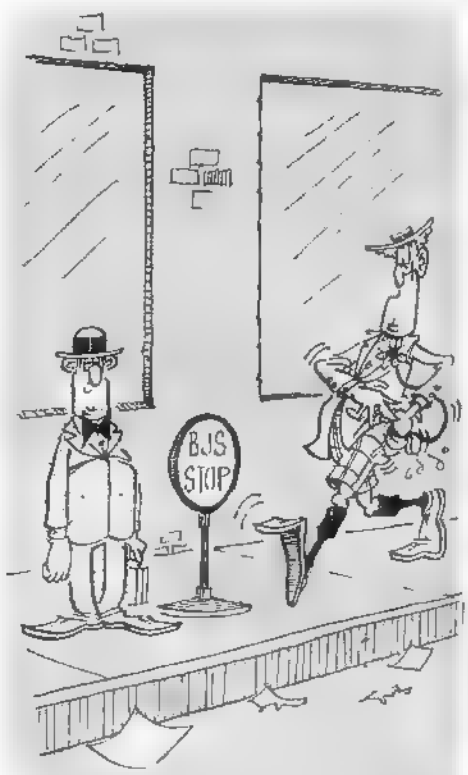
Hugh's views on double pleasure shared
By giving sex a whirl,
Are only child's Play, Boy, compared
To Helen's "Single Girl."

WRITER: RONNIE NATHAN
ARTIST: JACK RICKARD



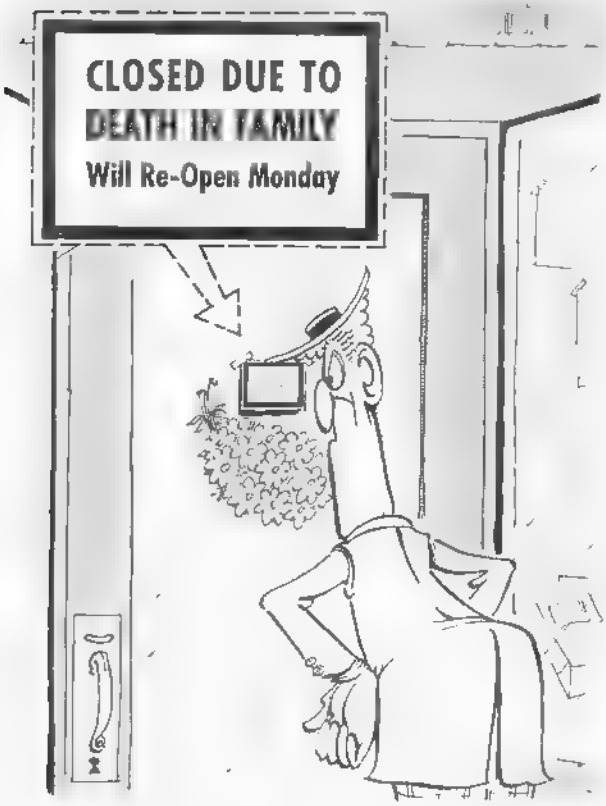
DON MARTIN DEPT. PART I

OUTSIDE A NO

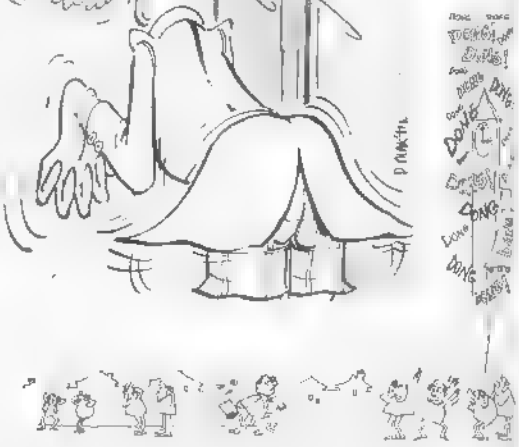


OVELTY SHOP

MORE


CLOSED DUE TO
DEATH IN FAMILY
Will Re-Open Monday

SKLISHK



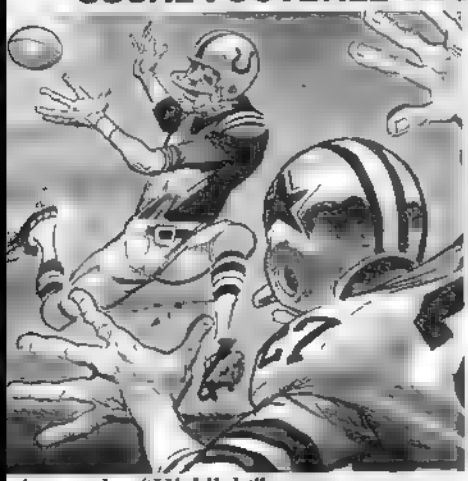
INSANE REPLAYS DEPT.

During and after every Football season, we are subjected to countless TV shows that feature filmed "Highlights" of past games. These "Football Highlights" catch the superhuman efforts that go into the making of fantastic plays. But what is never shown on the screen are the "Football Lowlights" . . . the other side of these fantastic plays . . . the human side! And so, this past season, while TV and News cameras were trained on the "winners", ours were trained on the "losers" so we could bring you

MAD'S 1968-'69 FOOTBALL LOW LIGHTS

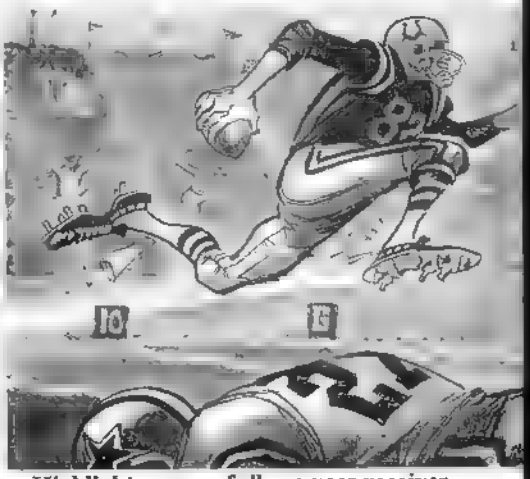
ARTIST: JACK DAVIS WRITER: AL JAFFEE

USUAL FOOTBALL HIGHLIGHT



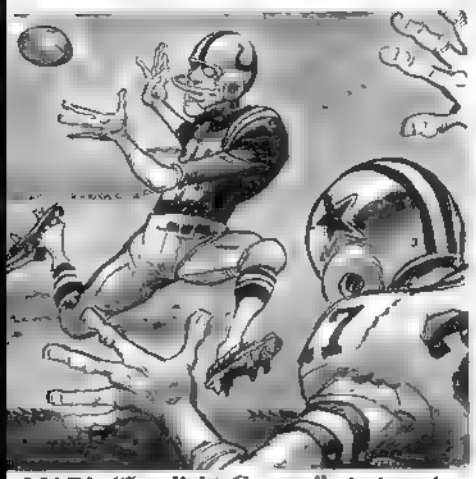
As regular "Highlight" camera covers short pass completion, a star Safety appears to have the receiver trapped.

Exciting "Football Highlight" comes as camera shows star Safety somehow failing to reach the pass receiver.



Highlight camera follows pass receiver as he goes on to make a touchdown run that wins biggest game of past season.

MAD'S FOOTBALL LOW LIGHT

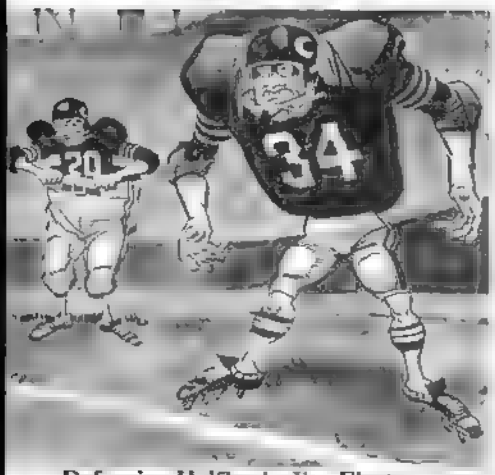


MAD's "Lowlight Camera" starts out on same play, always ready for any "Lowlight" it can quickly focus on.

Instead of following pass receiver, camera pans to strangely-flopping Safety for MAD "Football Lowlight".

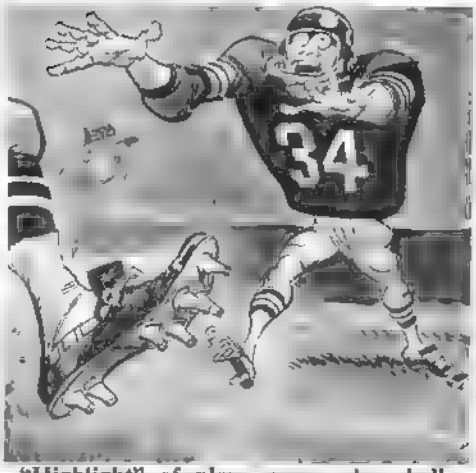
Lowlight camera reveals that stupid Safety had tied shoes together when laces came loose moments before play.

THE PLAY



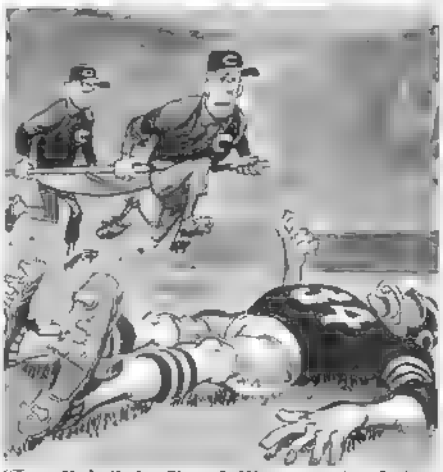
Defensive Halfback, Jim Finster, comes to the realization, just before play begins, that he's put on lockermate's very much smaller-sized uniform pants.

THE HIGHLIGHT



"Highlight" of play comes when ball-carrier charges right past Jim, who makes no move to stop him and seems paralyzed after taking just one step.

THE LOWLIGHT

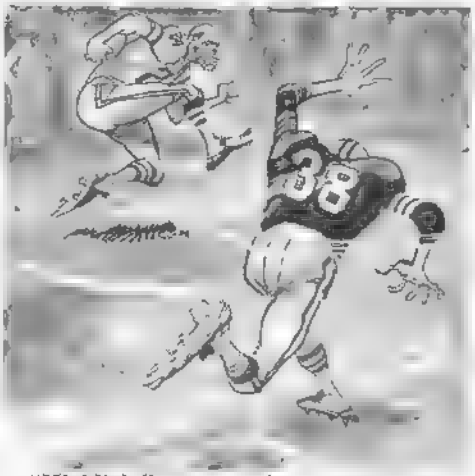


"Lowlight" is Jim falling on backside and faking injury so he'll be carried off the field on a stretcher and avoid revealing he forgot his Jockey Shorts.

THE PLAY

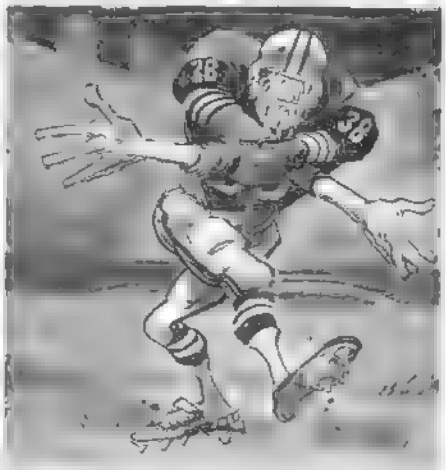
Left Guard Irv Stench's helmet flies off and rolls up to grandstand during rough play. Irv recovers it after the ensuing pile-up is finally untangled.

THE HIGHLIGHT



"Highlight" comes with next play when touchdown is run right past Irving who seems to wander around aimlessly as if overcome by unusual 92° temperature.

THE LOWLIGHT



"Lowlight" shows that Irving's aimless wandering is caused by a melting fudge pop accidentally dropped in his helmet earlier when vendor leaned over stands.

THE PLAY

As play is about to begin, Fullback Romeo Letch simply cannot resist the urge to give a mischievous pinch to pretty Drum Majorette, Penny Petite.

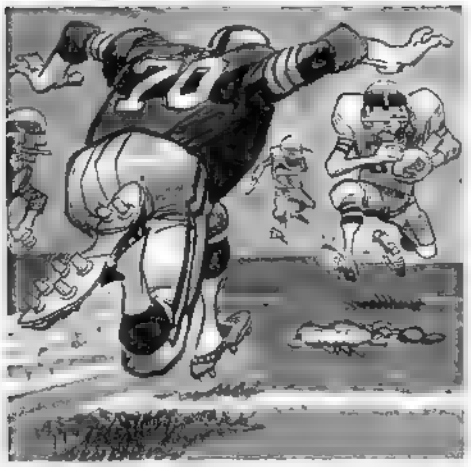
THE HIGHLIGHT

Penny Petite reacts instantly, and "Highlights" of play shows the ball carrier barreling through for a TD, unopposed by Fullback Romeo Letch.

THE LOWLIGHT

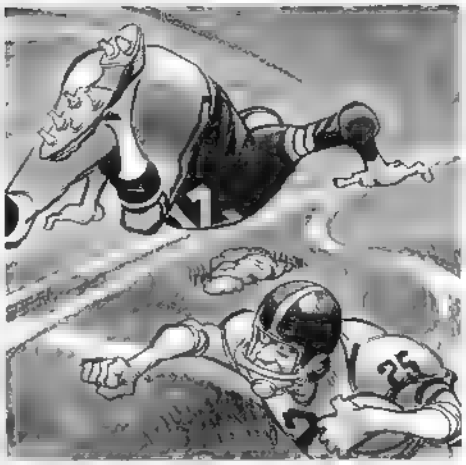
"Lowlight" shows surprised Fullback Letch examining his arm where Drum Majorette Petite, a Karate champion (Black Belt))had deftly chopped him.

THE PLAY



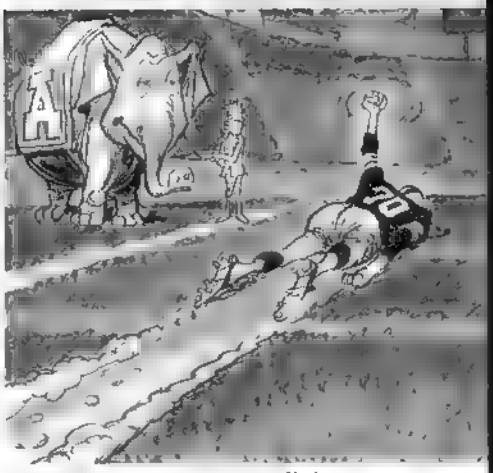
Hard, dry field is an advantage to swift Linebacker, Ron Brtz, as he charges toward ball carrier, Chris Finster, in final seconds of game.

THE HIGHLIGHT



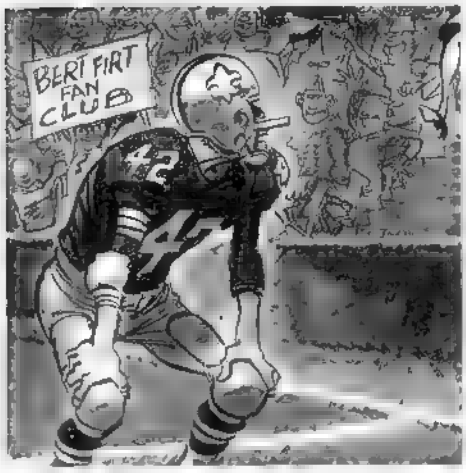
"Highlight" comes as Chris notices irregularity in field and deftly sidesteps it (while Brtz lands on it), and goes on for a great 78-yard TD.

THE LOWLIGHT



"Lowlight" shows Brtz sliding across field, swearing at idiocy of allowing huge mascot use of the playing field for its own personal (Yecch!) needs.

THE PLAY



Star Defensive Back, Bert Flurter, is proud of his many supporters and fan clubs. He takes particular notice of two lady rooters just before kickoff.

THE HIGHLIGHT

"Highlight" of TD—scoring kickoff play comes as ball carrier goes right past Bert, who seems to completely miscalculate his flying tackle dive.

THE LOWLIGHT

"Lowlight" shows Bert climbing out of mud puddle where he deliberately dove so that those two lady fans he had spotted wouldn't recognize him.

THE PLAY

The only thing between injury-plagued Quarterback Bentley Frail and pay dirt is monstrous Tackle, T. T. Bonebreaker, who flies at him full speed, snarling.

THE HIGHLIGHT

"Highlight" comes when Bonebreaker seems to suddenly become suspended in mid-air, allowing Frail to limp by and stagger on downfield for TD.

THE LOWLIGHT

"Lowlight" shows Bonebreaker falling heavily on face because his foot is caught in the "Good-Luck Guru Chain" his Hippie girlfriend had given him.

THE PLAY

Sturdley Bigot has always despised Henry Brown, and he never misses an opportunity to insult him, even when he's covering Brown on a pass play.

THE HIGHLIGHT

"Highlight" comes when Bigot misses blocking a long pass, lets it drop into Brown's hands, and then makes no effort to stop him from scoring.

THE LOWLIGHT

"Lowlight" shows Bigot after Brown's head hit him under the chin while his tongue was stuck out. Bigot wonders now how "lisped" insults will sound.

THE PLAY

As defending Fullback, Norman Clean rushes forward, a bullet pass hits receiver Ham "The Pig" Hogjowls hard in his gut...hard enough to knock the breath out of him for the moment.

THE HIGHLIGHT

"Highlight" comes when the Fullback, Clean, suddenly stops in his tracks. This gives "The Pig" sufficient time to recover his breath, swing around Clean, and take it for a touchdown.

THE LOWLIGHT

"Lowlight" shows Fullback Clean trying desperately to recover from "The Pig's" deadly blast of breath which reflected his breakfast of fermented goat meat in garlic gravy with limburger cheese.

THE PLAY

As mighty Blocker, Bull Braun, runs interference for teammate, glancing blow knocks out his contact lenses.

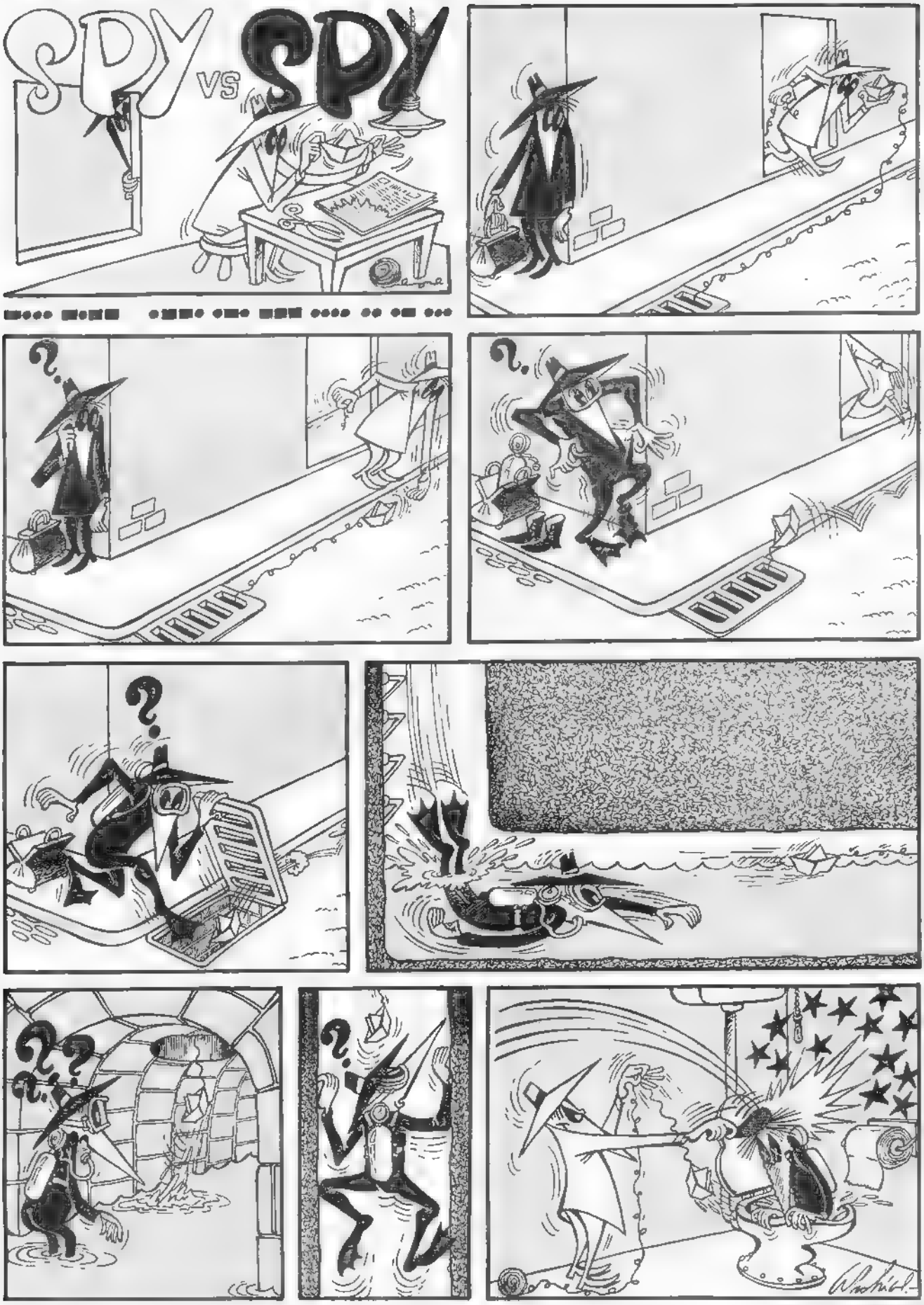
THE HIGHLIGHT

Running blind, Bull allows tacklers through, and "Highlight" comes when ball is fumbled and run back for TD.

THE LOWLIGHT

"Lowlight" shows Bull still running imaginary interference towards what he believes to be goal posts ahead.

JOKE AND DAGGER DEPT. PART I



PEN-AND-INCULCATION DEPT.

All we know about most of the characters in Newspaper Comic Strips is that they amuse and entertain us. But what about the serious problems of the day . . . like Hippies . . . and Protest Marches . . . and War and Peace . . . and Race Relations?

IF COMIC STRIP BURNING ISSU

ARTIST: BOB CLARKE

SUPERMAN

DICK TRACY

Where do the Comic Strip Characters stand on these burning issues? The trouble is, they haven't voiced any opinions, so we don't really know! Which brings us to the subject of this article. Here is MAD's idea of what it would be like . . .

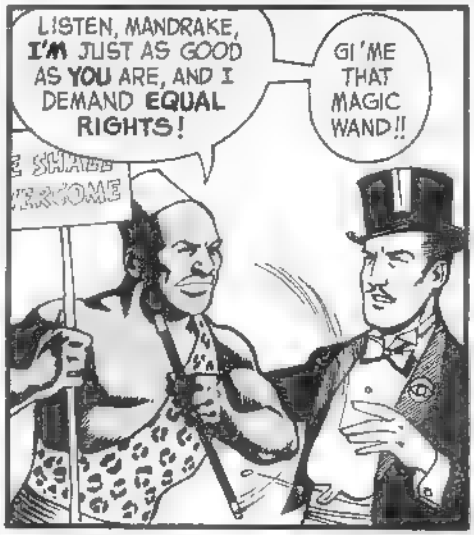
S COVERED THE ES OF THE DAY

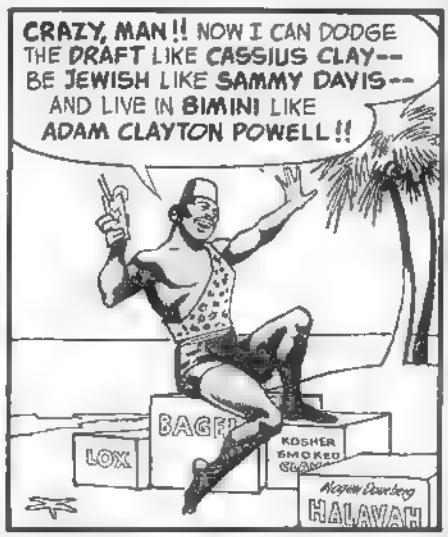
WRITER: FRANK RIDGEWAY

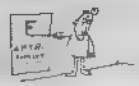
BEETLE BAILEY

PEANUTS

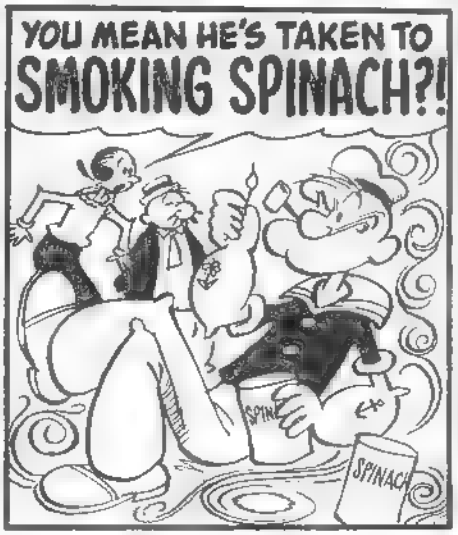
MANDRAKE THE MAGICIAN







POPEYE



ARCHIE

MADE "LATE SHOW"

CLICHÉ MOVIE SCRIPT

ARTIST: BRUCE STARK

WRITER: HARRY PURVIS

THE "OPERA" MOVIE

"You have a charming little voice, my dear. However, it needs training--a great deal of training! You understand that if I, Vittorio Calamare, take you on as my protegee, it will mean years of hard work. There will be no time for the unimportant things that most girls dream about--things like love and marriage."

* * * * * *

"Don't you see, Mike? It's my big chance. You can't ask me to give it up. Not now! Not after I've worked so hard!"

* * * * * *

"Signore e Signori, it is with regret that I must make the following announcement. Due to illness, Mme. Lucia Maledizione will not sing tonight. However, in her place, I am pleased to present--in her debut performance--Miss Irene Fairly..."

* * * * * *

"Go ahead, my dear, and do not be nervous. They will love you!"

* * * * * *

"Poor kid, they're not giving her a chance. This crowd came to hear the great Maledizione, and no one else. Wait--isn't that Vittorio Calamare himself, walking out onto the stage?"

* * * * * *

"You call yourselves opera lovers? Then ACT like it! This girl is my pupil! Would I consent to this appearance if I did not believe she could sing the role of 'Zuccini' as it has never been sung before?!"

* * * * * *

"Listen to that applause! Even Maledizione at her best never received such an ovation! We are watching opera history being made tonight!"

* * * * * *

"Yes, I was there tonight! Mike, the cow hand, in his forty dollar suit, standing among the white ties and tails. But even I saw it, Irene--even I know now that you've been given a great gift...a gift that belongs to the world! I have no right to ask you to waste it on some little cattle ranch in the middle of nowhere!"

* * * * * *

"...and after London, Irene--we go to Milan! Think of it! No American coloratura has ever sing the role of 'Fettucine' at 'La Scala' before!"

* * * * * *

"But, Vittorio! You promised that when this tour was over I could have a vacation! I want to go home, Vittorio! I'm...tired...sob..."

* * * * * *

"Ladies and gentlemen, thank you. You are much too kind. To sing at 'The Met' is privilege enough...but my statue at the entrance--well, what can I say?! It makes it even harder for me to tell you...that...that this was my LAST PERFORMANCE! No--no, please--you mustn't! You see, after tonight, Irene Fairly will be no more! She will become, instead, just plain Mrs. Mike Nolan of Butte, Montana! That is--if he'll still have me! I hope you're listening, Mike...because this is my farewell aria--and I dedicate it to you..."

* * * * * *

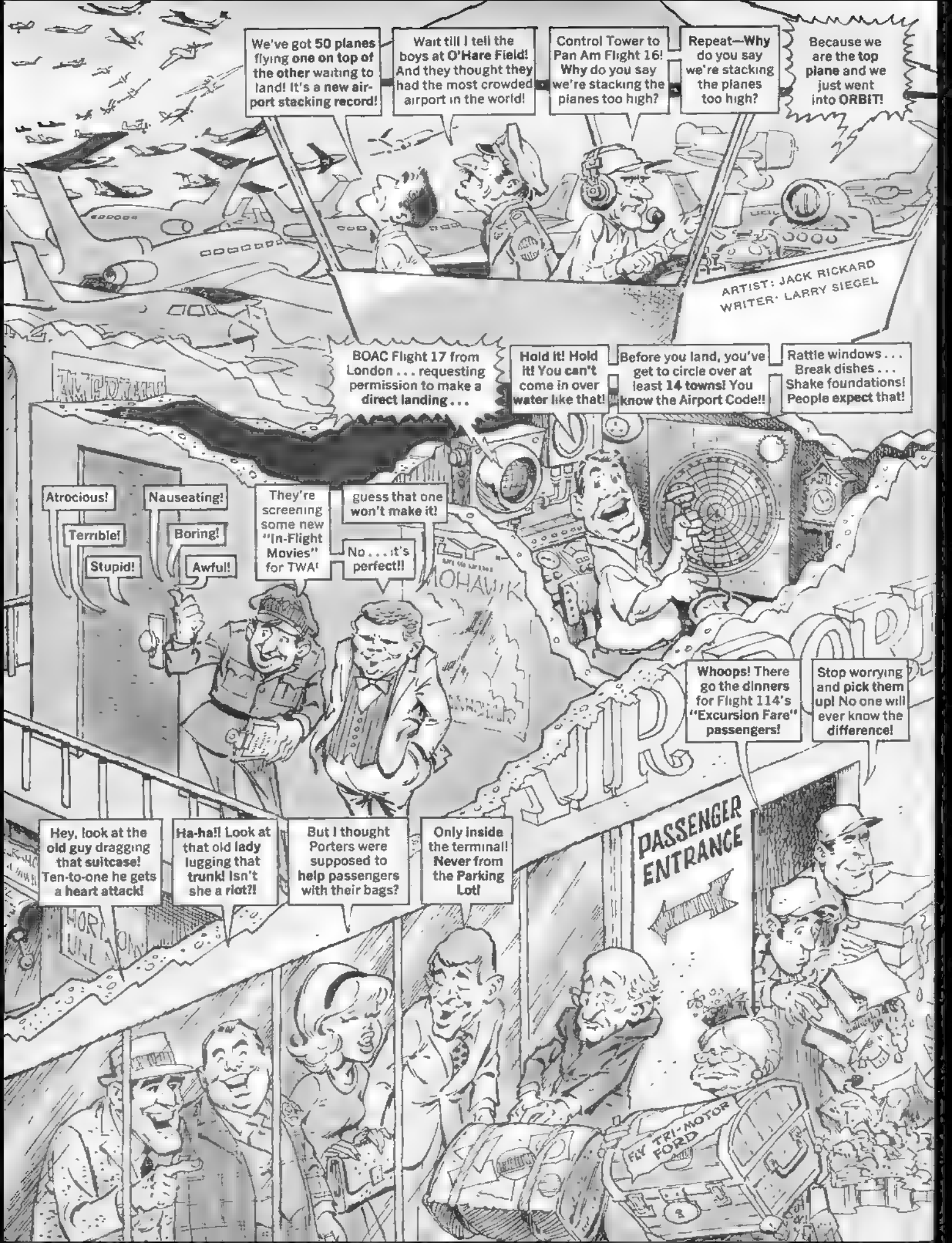
"Maestro...would you please play "Home On The Range" in the key of High C...?"

THE END

INSIDE-OUCH DEPT.

Here we go again, gang, with the fourth installment of our new series which explores that hidden world where dedicated people are working tirelessly and secretly to make our lives miserable. This one is . . .

A MAD PEEK BEHIND THE SCENES AT AN AIRPORT


We've got 50 planes flying one on top of the other waiting to land! It's a new airport stacking record!
Wait till I tell the boys at O'Hare Field! And they thought they had the most crowded airport in the world!
Control Tower to Pan Am Flight 16! Why do you say we're stacking the planes too high?
Repeat—Why do you say we're stacking the planes too high?
Because we are the top plane and we just went into ORBIT!
ARTIST: JACK RICKARD
WRITER: LARRY SIEGEL
BOAC Flight 17 from London . . . requesting permission to make a direct landing . . .
Hold it! Hold it! You can't come in over water like that!
Before you land, you've get to circle over at least 14 towns! You know the Airport Code!!
Rattle windows . . . Break dishes . . . Shake foundations! People expect that!
Atrocious!
Terrible!
Stupid!
Nauseating!
Boring!
Awful!
They're screening some new "In-Flight Movies" for TWA!
guess that one won't make it!
No . . . it's perfect!!
Whoops! There go the dinners for Flight 114's "Excursion Fare" passengers!
Stop worrying and pick them up! No one will ever know the difference!
Hey, look at the old guy dragging that suitcase! Ten-to-one he gets a heart attack!
Ha-ha!! Look at that old lady lugging that trunk! Isn't she a riot?!
But I thought Porters were supposed to help passengers with their bags?
Only inside the terminal! Never from the Parking Lot!
PASSENGER ENTRANCE
FLY TRI-MOTOR FORD

GRIN AND BEWARE IT DEPT.

So you think the world would be a wonderful place if everybody went around smiling at everybody else all the time? So you think that everything is peaches and cream when somebody smiles at you? Well, you're

YOU'RE IN TROUBLE.

ARTIST: GEORGE WOODBRIDGE

YOU'RE IN TROUBLE when the local bully smiles at you . . .

Especially after you just gave him your best karate chop!

YOU'RE IN TROUBLE when you're acting in the school play, and you see everybody in the audience smiling at you . . .

Since you know what an awful actor you are, so they can't be smiling in approval! Our suggestion: check that zipper!

YOU'RE IN TROUBLE if you're a girl, and all the boys on the corner turn and smile at you whenever you pass by . . .

Especially if one of them is the "Big Mouth" you just quit going steady with, and you can imagine what he's told them.

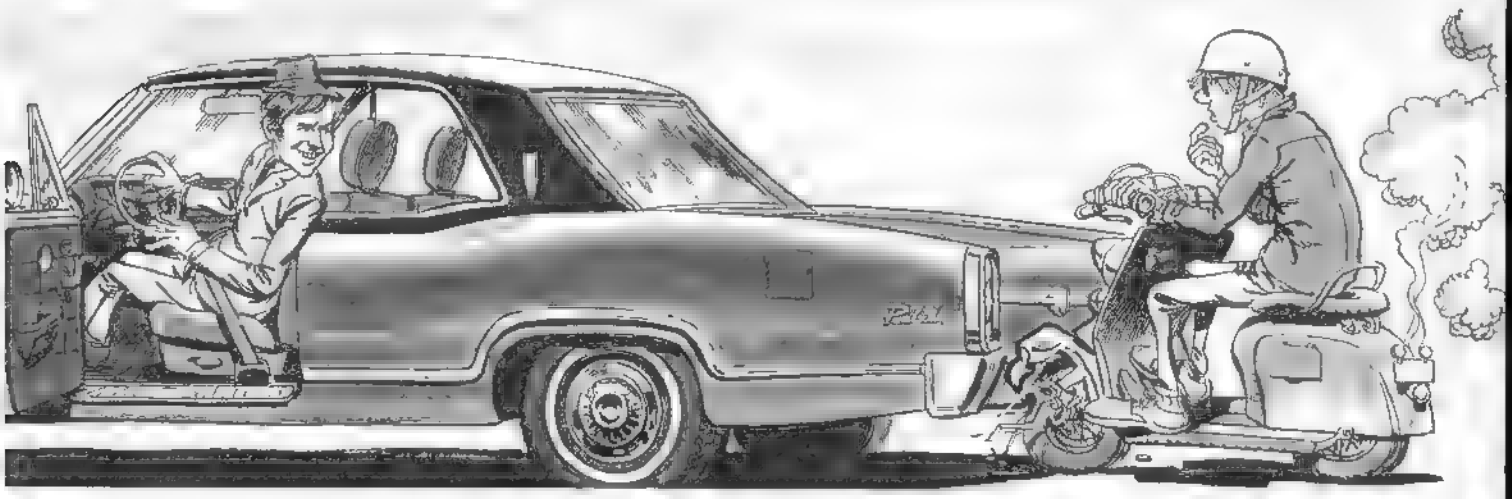
wrong! Not all smiles mean "Love" or "Approval" or "Enjoyment"! Some smiles mean "Watch Out!". In fact, when you think about it, you may come up with even more examples than these which clearly demonstrate:

..WHEN THEY SMILE

WRITERS: STAN & CHRIS HART

YOU'RE IN TROUBLE when your kid sister smiles at you . . . Because it's probably to tell you "Daddy wants to see you!"

YOU'RE IN TROUBLE if you're driving, and you happen to touch the bumper of the guy in front, and he smiles . . . Because he just decided to sue you for whiplash, backlash, headlash and kidneylash, plus eye-ear-nose-and-throatlash.



YOU'RE IN TROUBLE if you make a Blind Date, and when you call for the girl, her father looks you over and smiles . . . Because you *know* that *you're* no bargain, so you can just imagine what the daughter of *this* guy's gonna look like!

YOU'RE IN TROUBLE when you buy the wildest kickiest dress you can find, and your Mother smiles at you with approval –

Because you just know she's gonna rush right out and buy the same exact dress, and look like a 35-year-old idiot!

YOU'RE IN TROUBLE if your dinner date smiles every time you open your mouth and say something you deem clever . . .

Because you know you aren't *that* witty, so you've probably got a chunk of corn-on-the-cob lodged between your teeth!

YOU'RE IN TROUBLE if, after looking over the results of your examination and tests, the Doctor smiles at you . . .

When he happens to be a Doctor at a Draft Induction Center.

AND LASTLY, YOU KNOW YOU'RE IN TROUBLE whenever you see any of *these* guys smiling!

CHARLES DE GAULLE

MAO TSE TUNG

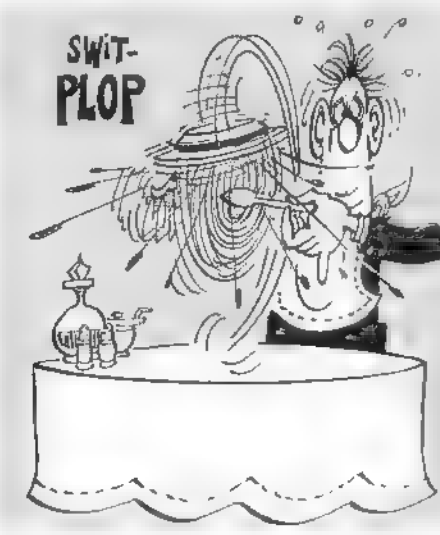
STOKELY CARMICHAEL

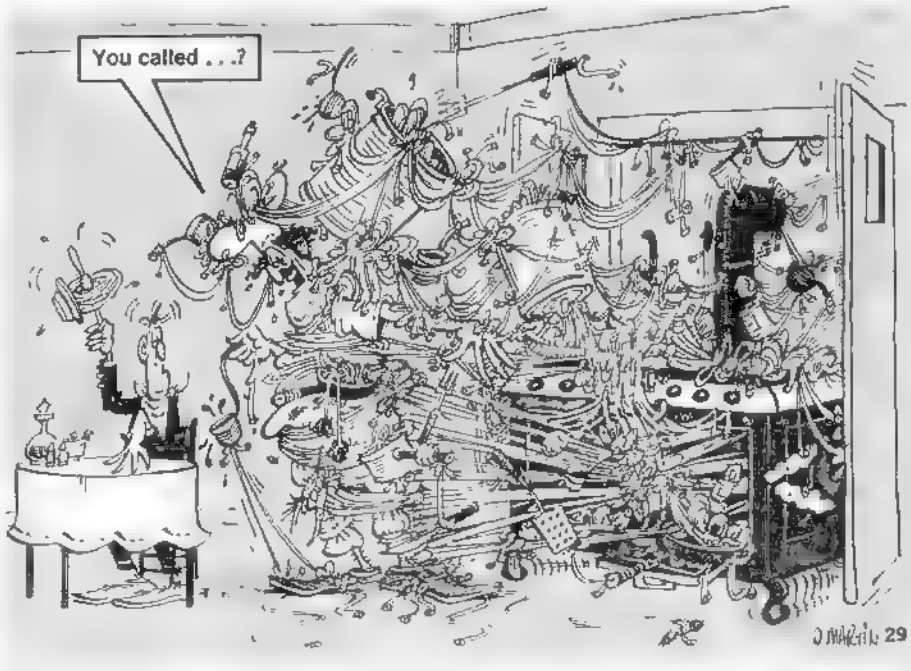
GEORGE WALLACE

THE JOINT CHIEFS OF STAFF

DON MARTIN DEPT. PART II

IN AN ITALIAN RESTAURANT





ROAD SHOW DEPT.

HOLD ON THERE A MINUTE! BEFORE WE START RUNNING AROUND, TEARING DOWN

THE MAD PLAN TO

ARTIST: BOB CLARKE

ALL THOSE BILLBOARD SIGNS THAT DISGRACE OUR HIGHWAYS, LET'S LOOK AT

BEAUTIFY AMERICA

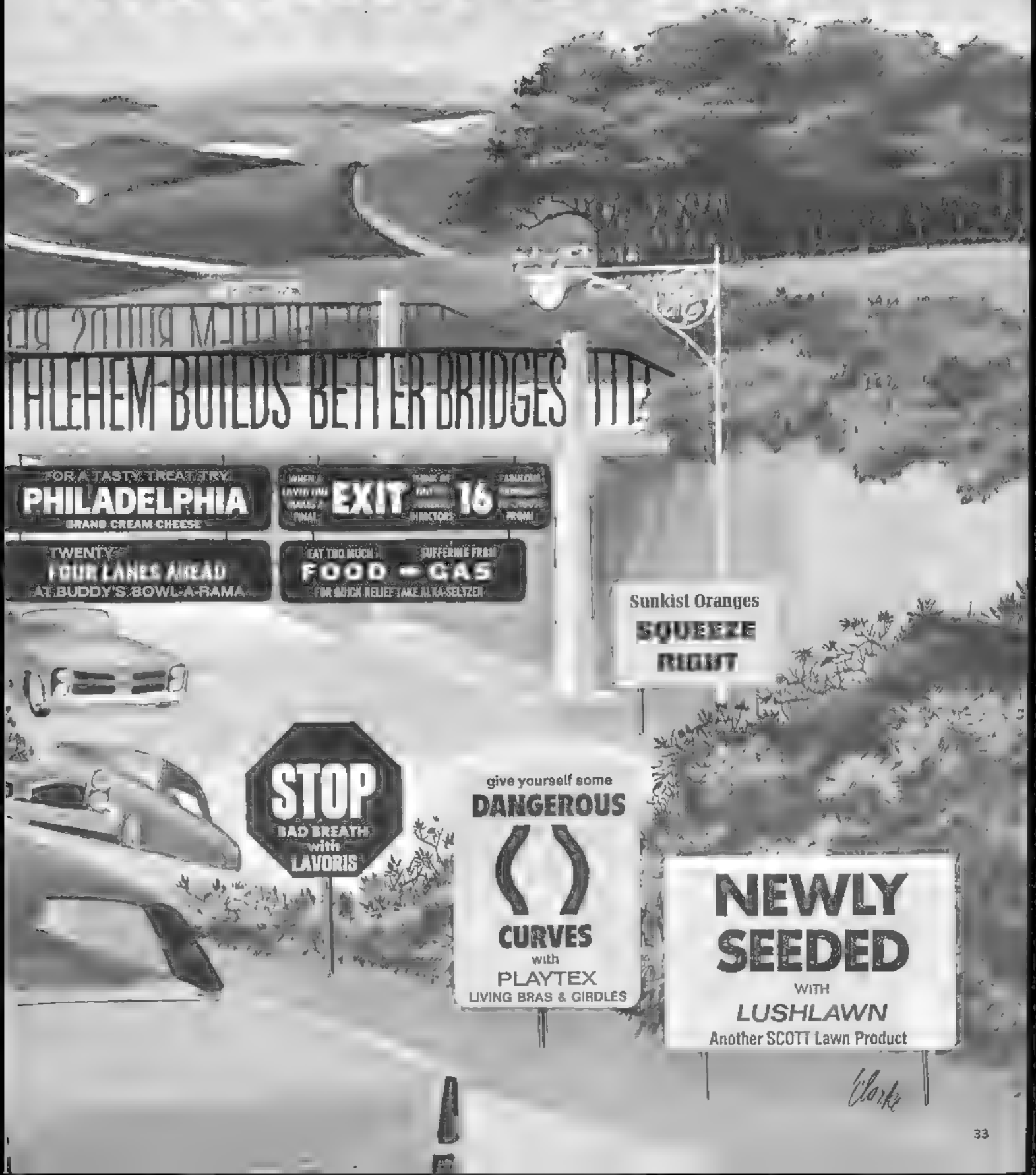
WRITER: DICK DE BARTOLO

...BY REMOVING THOSE EYE-SORE BILLBOARDS, AND YET AT THE SAME TIME

...WITH INTEGRATED

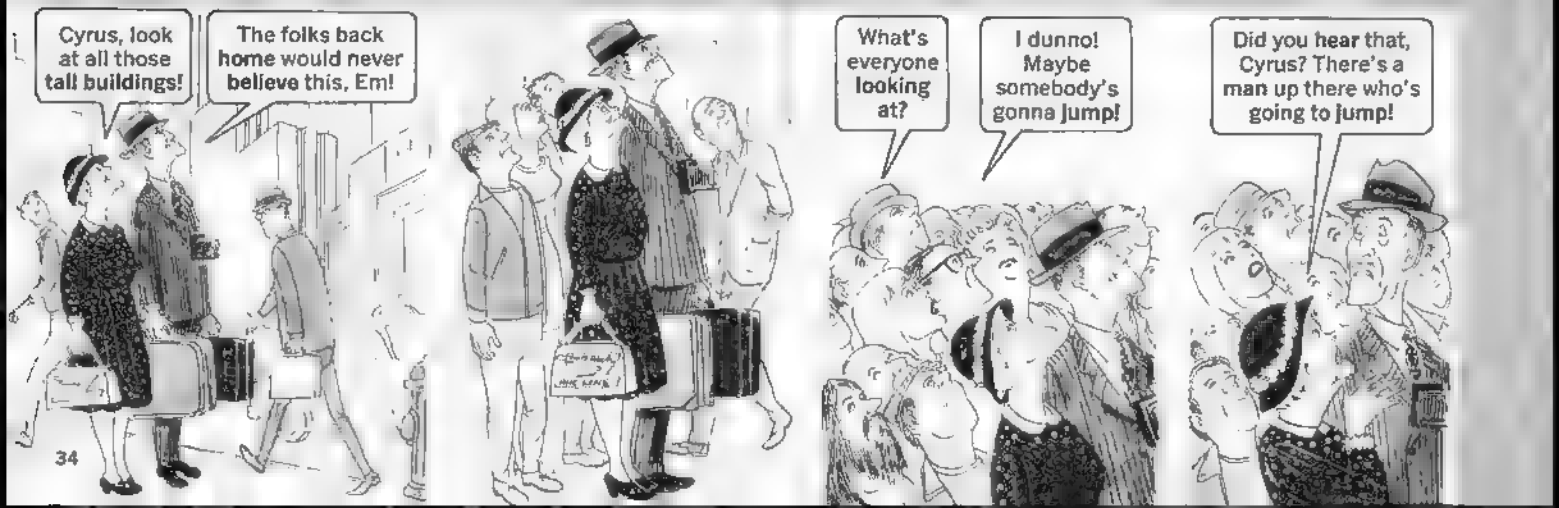
PRESERVING THE ADVERTISING REVENUE (SO WE CAN MAYBE LOWER TAXES)...

HIGHWAY SIGNS



BERG'S-EYE-VIEW DEPT.

THE LIGHTER SIDE OF AMERICAN



TOURISTS

WRITER & ARTIST: DAVID BERG

Before we left on this trip, I was rushing like crazy to get the basement painted . . . but I only managed to finish one coat!
Did you two spend all this money and fly 3000 miles to Europe just to talk about things at home?
You missed every word the Guide said back there!
Sorry! What did we miss?
He said that an artist spent three years on his back on a scaffold, painting the ornate ceiling of that room!
NO KIDDING! THREE YEARS?!
Ladees and gentlemans, I mus' apologize for zee insulting markings on zee walls! Please do not be offended!
YANKEE IMPERIALIST WAR MONGERS GO HOME!
You mus' understand zat eet ees done by a small group of radicals who blame ze Yankee for all ze ills of ze world!
You needn't apologize!
We're not offended!
It doesn't concern us in the least!
You see, we-all are from the SOUTH, suh!
Hey, Man! Are you with it?
Huh?
Are you hip? Do you make the scene?
EH??
Cool it, Pops! Hang loose! You dig English?
Oh! You mean, do I speak English?
Of course I do! I AM English! But I say, ol' boy . . . what language are YOU speaking?
Every American that goes abroad must consider himself a "Good-Will Ambassador" representing the U.S.A.!
Okay, Mr. Ambassador, order me another cup of tea!
Oh, waiter . . .
GARÇON ! !
HEY DUMMY!

He must've used TWO COATS!!

HEY!! My flight bag is missing!

You mean somebody stole it?

Yes! Those darn foreigners! You can't trust any of them! They're all thieves!

Gee—that's terrible! What was in it?

The ash trays and the towels and the silverware we took from the hotel!

Isn't it marvelous how they re-construct these historic sites and then hire actor-models to dress up in authentic costumes and live here! It makes you feel as though you're actually back in the 17th century with all its primitive simplicity!

This is the Fontainebleau in Miami Beach, so I need your advice, Sidney! Now, what do I wear—my Dior dress with the plunging neckline, or my Pucci with the low back?

Your Pucci with the low back!

And with my Pucci with the low back, what do I wear—my pearl necklace or my diamond-and-opal ring and pin?

Your diamond-and-opal ring and pin!

And with my Pucci with the low back and my diamond-and-opal ring and pin, what do I wear—my mink coat or my chinchilla wrap?

Your mink coat! But hurry up, Shirley...

...or we'll be late for BREAKFAST!!

Well, you just blew your whole diplomatic career!

Hey, look who's here at the airport, too! Good ol' Charlie!

Hi!

Say, you look beat! You sure can USE a vacation!

USE one?! I'm just coming from one!!

We spend a **fortune** on **new clothes, new luggage, plane tickets** and **hotel rooms** just so we can come to **sunny Hawaii** . . . and what do **YOU** do? **Sit inside**, writing **post cards!**

And who are you **writing** to? **Jerks** like Roger Kaputnik, Frank Glurk, James Schlepp and Robert J. Harrington!

Those are people you **can't stand!** You haven't **spoken** to them in **years!** Why the devil are you bothering to send them **post cards** from **Hawaii?**

So they should **eat their hearts out!!**

Boy, when you take one of these **"Group Plan Guided Tours"**, it's **rush, rush, rush** all day long! They just try to cram **much too much** into one short trip!

We're a little behind on our **schedule**, folks, so we'll have to move through this museum rather **quickly!**

Remember now, NO LOOKING!!

And for my **favorite sister**, look what I brought back from **Italy!** A pair of **elbow-length leather gloves** that cost **THREE THOUSAND LIRE!!**

You spent **THREE THOUSAND LIRE** on me?! That's so **expensive!**

Nothing is too expensive for my **sweet, darling sister!**

BIG DEAL! THREE THOUSAND LIRE IS LESS THAN FIVE BUCKS, AMERICAN!

And for my **obnoxious nephew**, look what I brought back from Italy! A **GAG** . to stuff into his **BIG MOUTH!!**

We had this **long week-end**, so we went down to **Washington, D.C.** Holy cow, was it ever **exciting!**

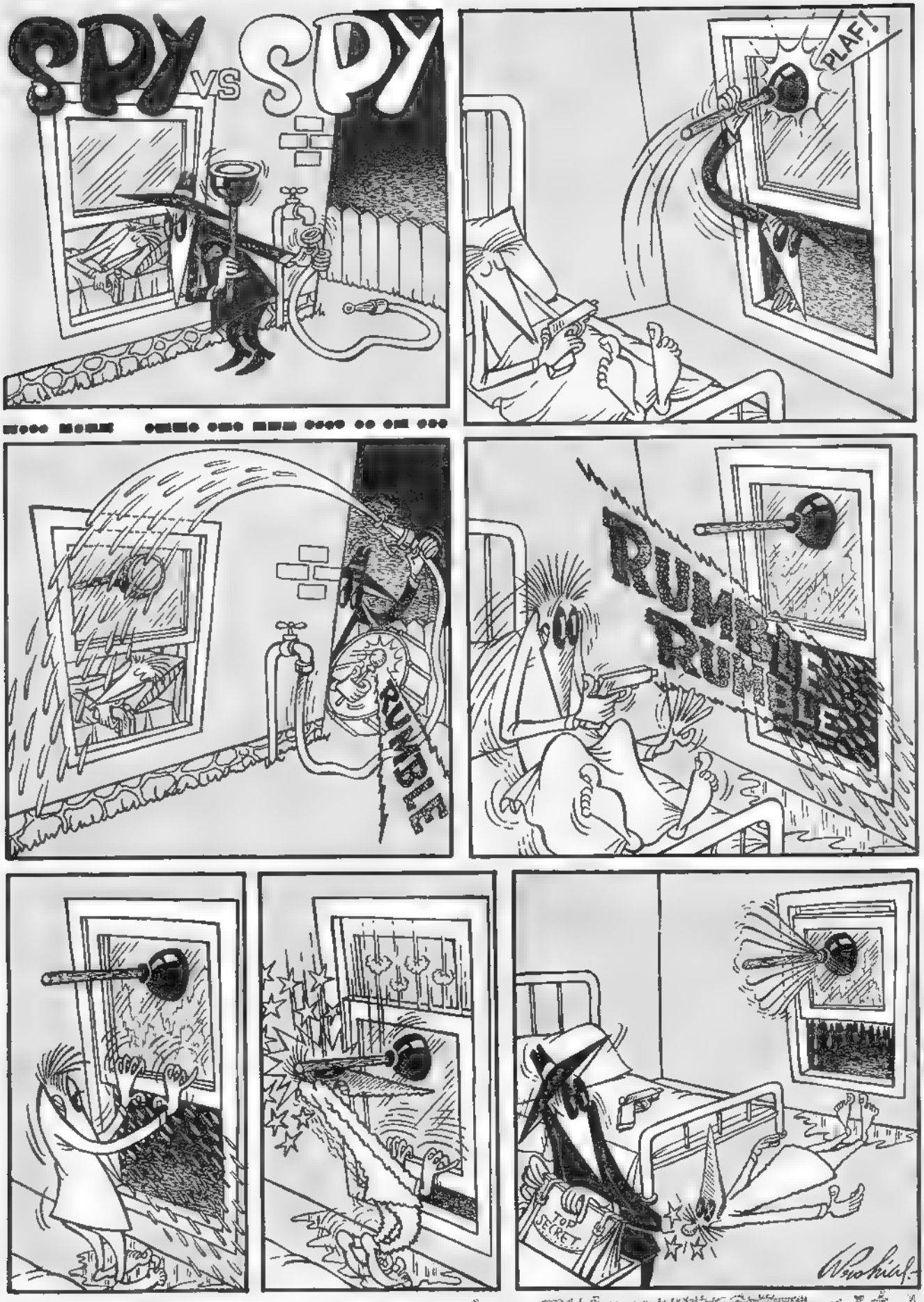
I was there once, and it **sure is!**

The **Lincoln Memorial** and the **Washington Monument** and the **White House** and the **Capitol!** Boy, **I'll** say it's exciting!

I didn't see any of that

You **didn't?!** Then what **was** so exciting?

The **demonstrations** . . . and the **riots!**


SPY vs SPY
PLAF!
RUMBLE
RUMBLE
RUMBLE
TOP SECRET

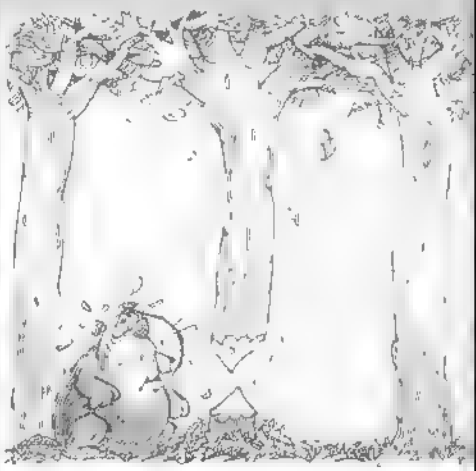
A MAD LOOK AT...

FRUSTRATION

ARTIST: PAUL COKER, JR. WRITER: JACK KENT

ADULTS ONLY
ADULTS ONLY
ADULTS ONLY
ADULTS ONLY

POUNDA



ARTIFICIAL FLOWERS

YOU HAVE JUST WON A WORLD CRUISE

COME-ON DENOMINATOR DEPT.

Games People Play

ARTIST: BOB CLARKE

WRITER: RONNIE NATHAN

In Esso's "Tigerama",
In Mobil's "Safety Pays",
In each and every contest,
I'm the one who plays.

More give-aways I've entered
Than I could even name,
But haven't won a penny
From a single game.

I fall for "Easy Money"
The food chains advertise,
I've got a million coupons,
But as yet no prize.

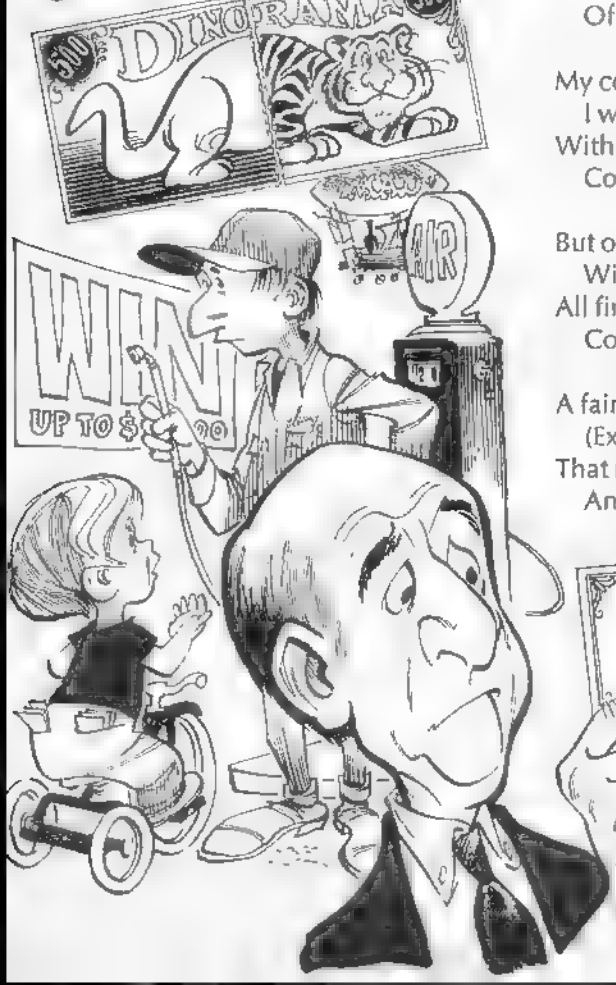
At piling up a fortune
However, I've a shot,
If only I could match up
Half the halves I've got.

I clutch with mounting frenzy
In my hot little hand,
Each perforated promise
Of a hundred grand.

My contemplated riches
I willingly would split
With anyone who holds a
Corresponding fit.

But other almost-winners
With whom I've tried for pairs,
All find my missing pieces
Coincide with theirs.

A faint suspicion rises
(Excuse my hollow laugh!)
That no press ever printed
Any matching half.



DOUBLE STANDARD OF LIVING DEPT.

According to a dictionary, the word "success" means: ". . . the attainment of wealth, position, fame, etc." And that's the way Hollywood saw it for many years. Those of you who watch TV "Late Shows" will recognize . . .

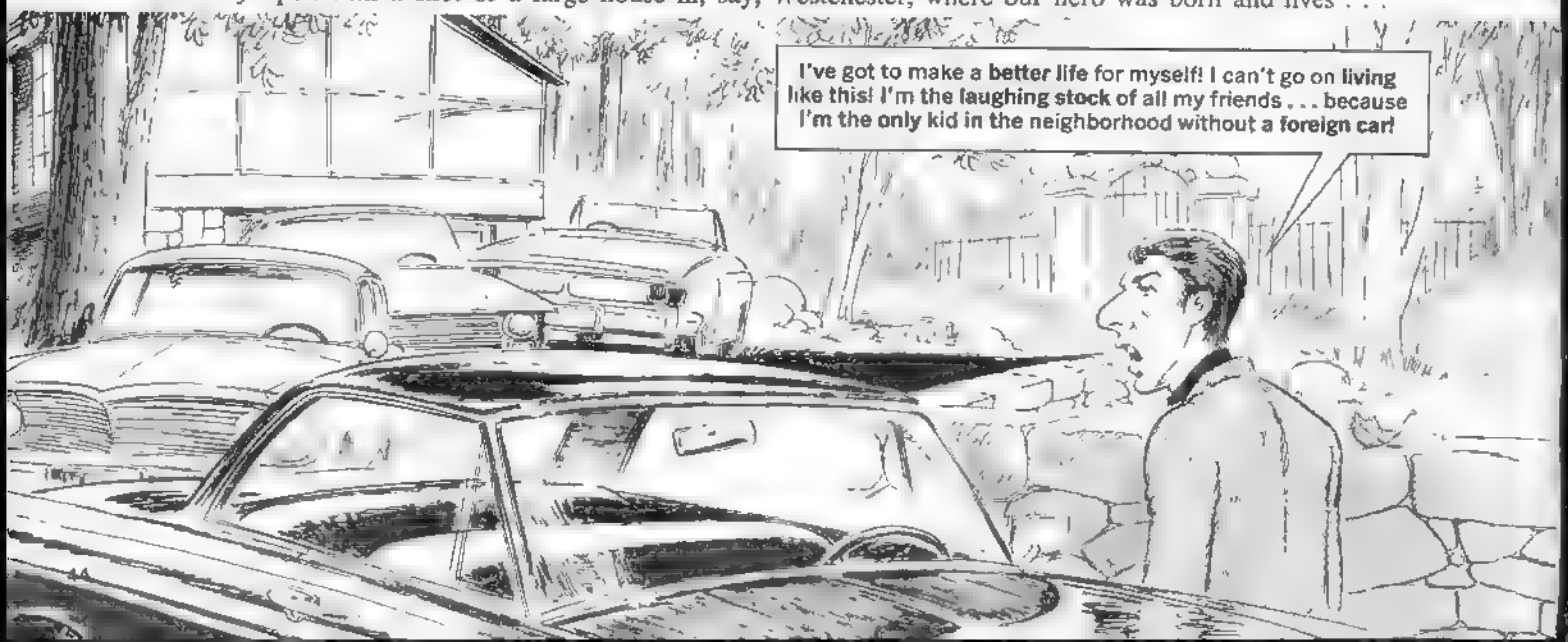
THE TYPICA

The typical "Success Story" movie of the past always took place in New York in the early 30's. It would invariably open with a shot of the teeming, filthy Lower East Side where our hero was born and lived:

But times have changed, and you can forget the dictionary, because the meaning of "success" has changed with them. Today, young people are rejecting old standards and values! Here, then, is MAD's version of . . .

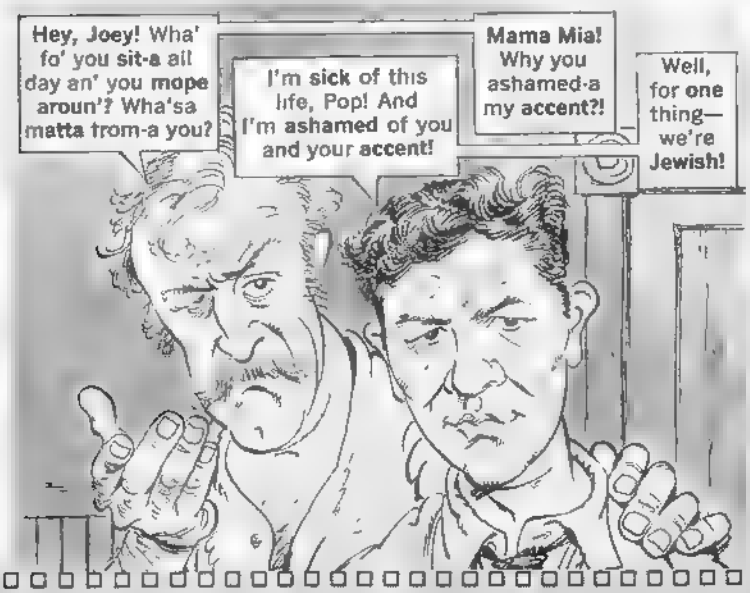
THE TYPICA

The typical "Success Story" movie of the future will probably take place in the suburbs of New York. It will invariably open with a shot of a large house in, say, Westchester, where our hero was born and lives . . .

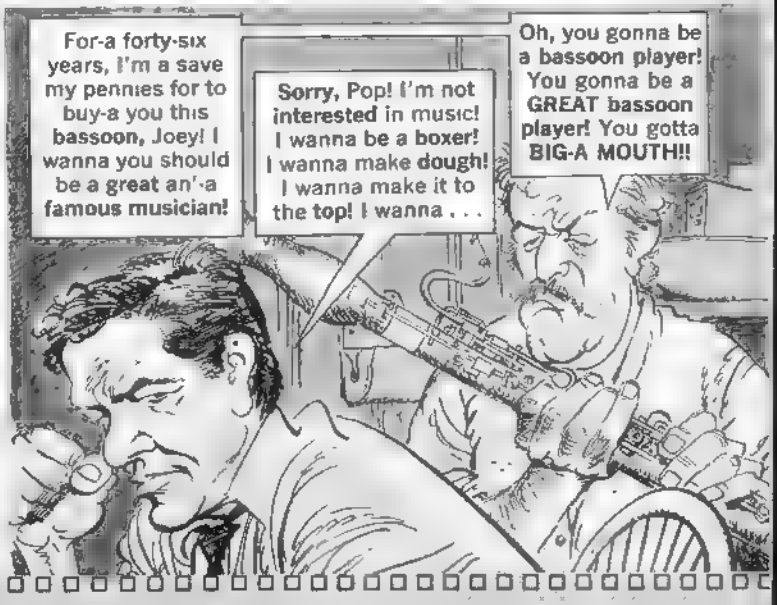


L "SUCCESS STORY"
MOVIE OF THE PAST

The hero's father was always a poor, uneducated immigrant who was never able to afford to give his son anything . . .



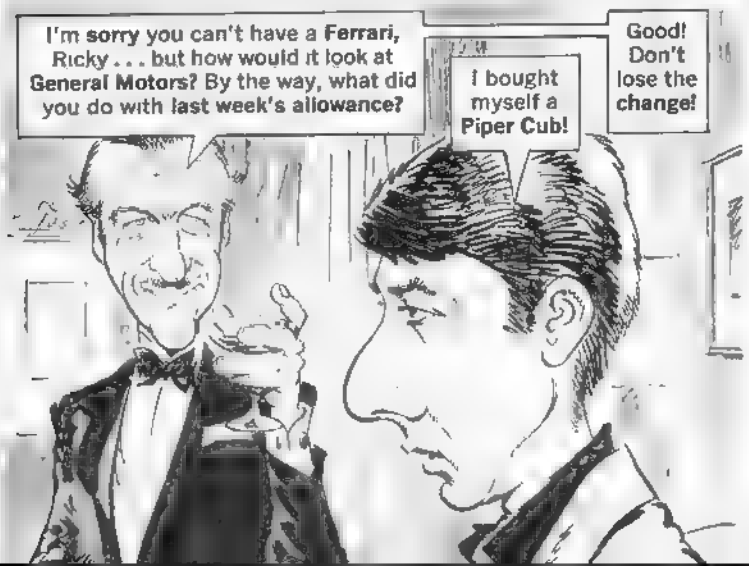
The father would want his son to take up music, but the son would always be more interested in a fast buck . .



ARTIST: MORT DRUCKER WRITER: LARRY SIEGEL

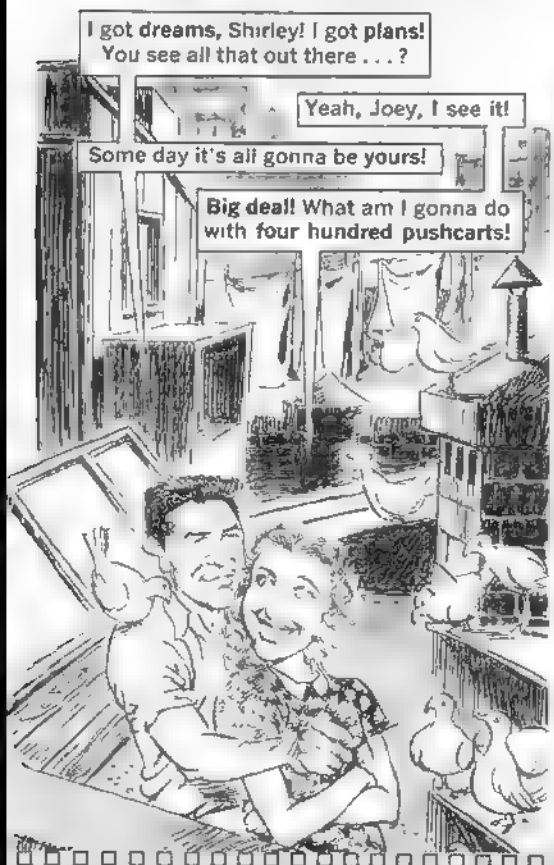
L "SUCCESS STORY"
MOVIE OF THE FUTURE

The hero's father will be a rich executive—President of General Motors--who can afford to give his son everything!

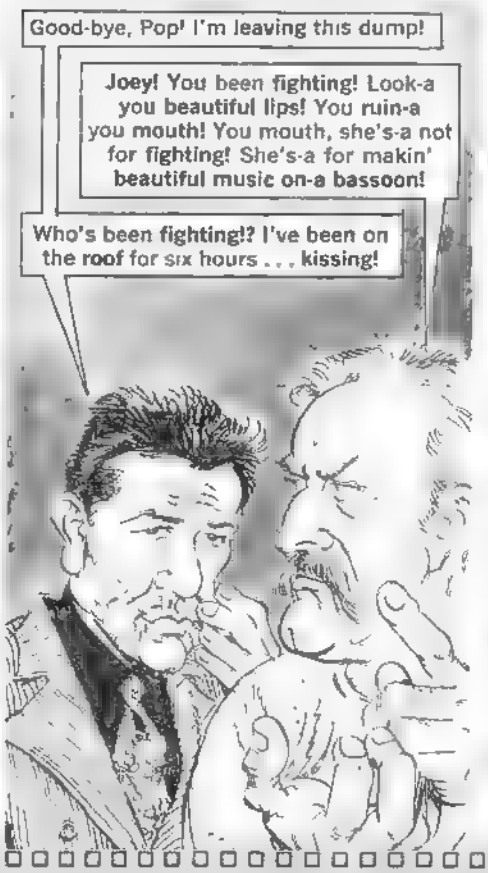


The father will want to set his son up in business to make a fast buck, but the son will be more interested in music!

There was always the scene on the roof with the slum girl from next door . . .

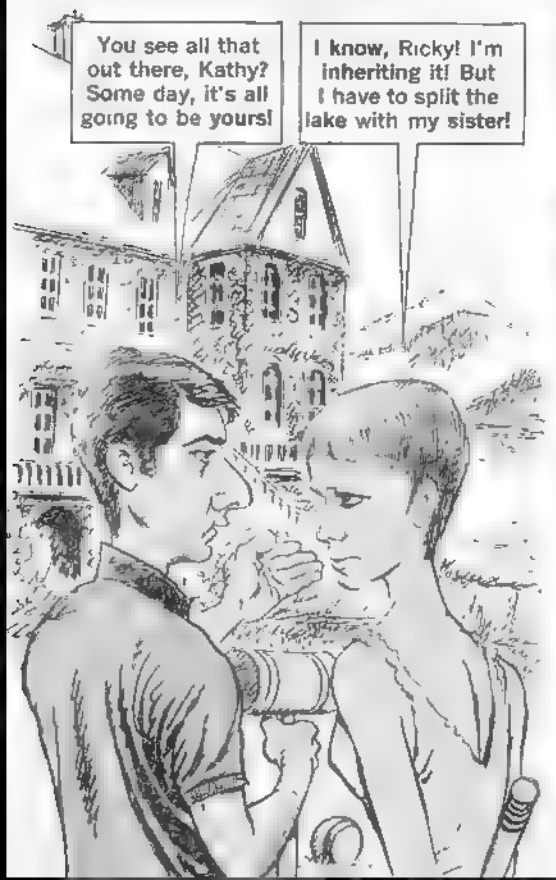


. . And the scene where the hero leaves home and breaks his father's heart . . .

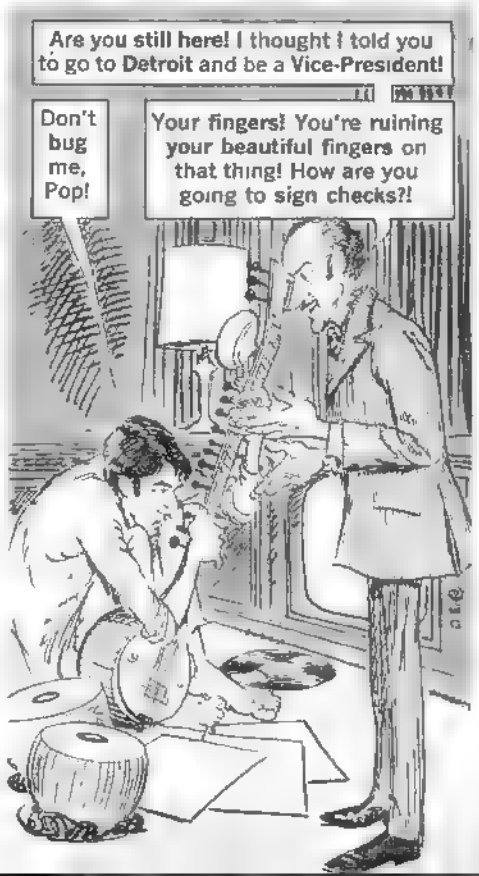


The hero would become a boxer and meet a hard-boiled, fast-living girl . . .

Then there will be the scene with the girl from the estate next door . . .



. . . And the scene where the hero remains at home and breaks his father's heart . . .

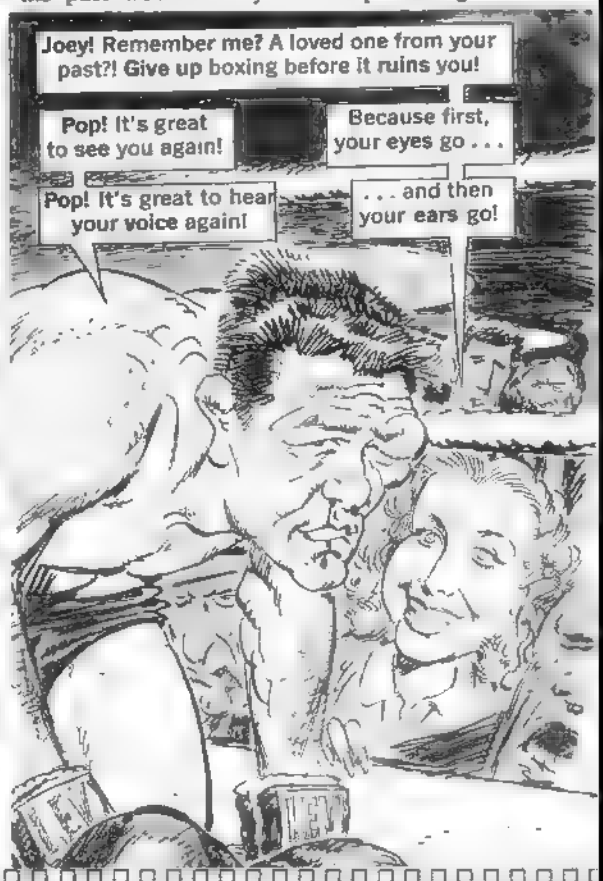


The hero will go to a local discotheque where he'll meet a swinging Hippie . . .

She'd teach him how to dress, how to groom himself, and how to live high . . .

And when his country called, he would go off to war and become a hero . . .

When Joey fought the Champ, someone from his past would always turn up at ringside!

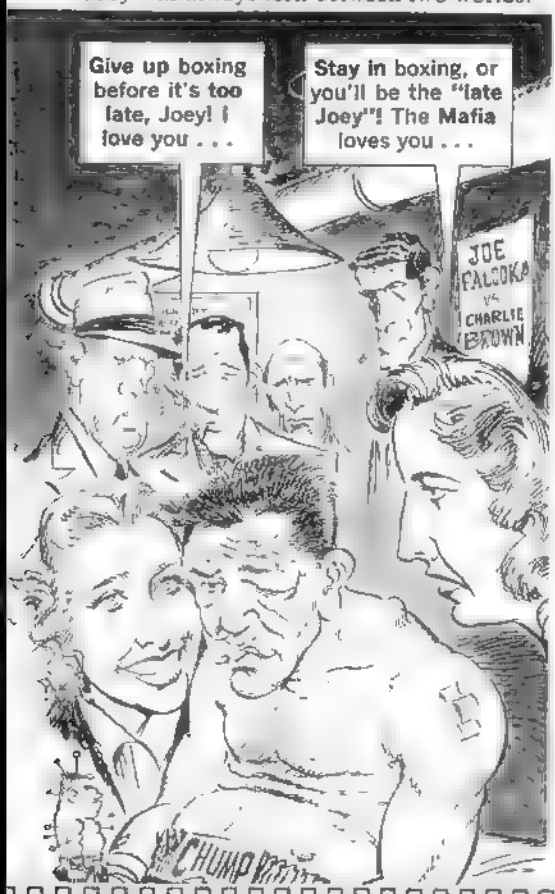


She'll teach him how to dress, how to groom himself, and how to live high . . .

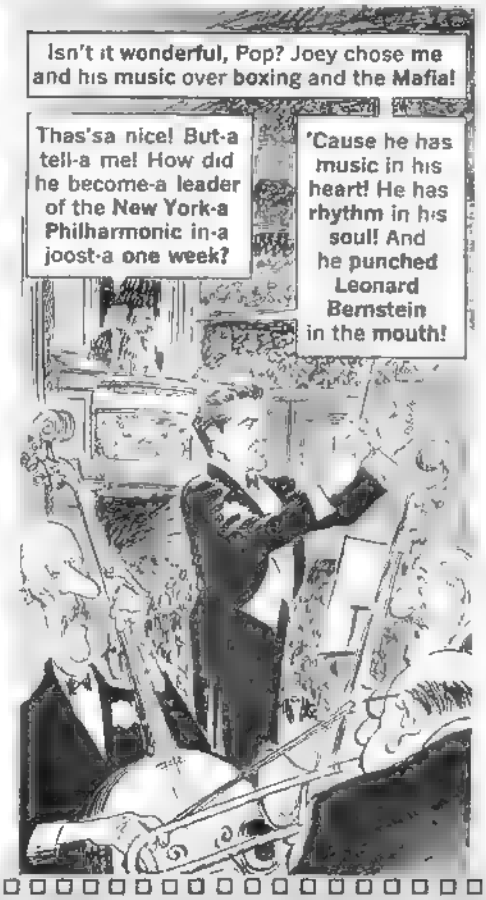
And when he's called, he'll go off to the Induction Center and come out a hero!

When Rick gets out of jail, he'll go on a fantastic LSD trip . . . which will be interrupted by someone from the past!

Joey was always torn between two worlds!

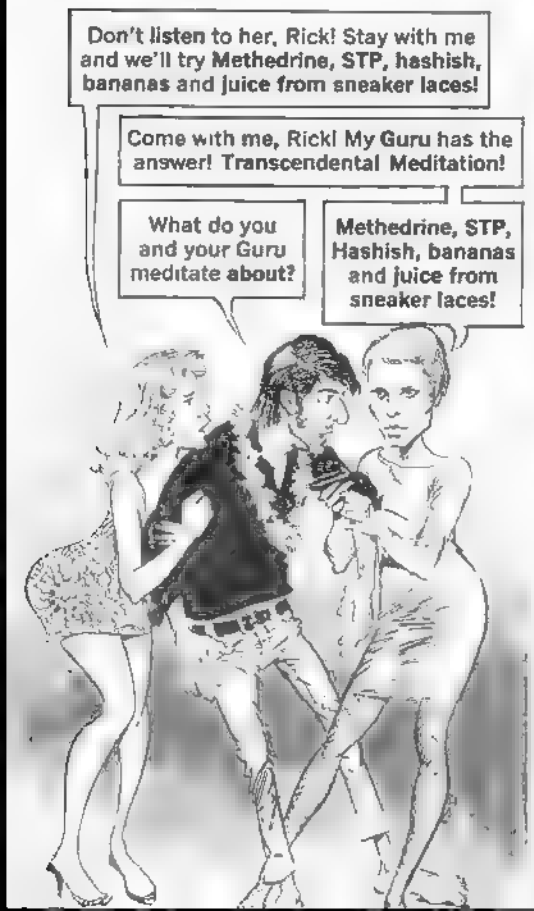


And so, Joey would make his decision . . .



And so the kid from the Lower East Side, and the girl from next door would get married, and find happiness, status and success in a big house in the suburbs . . .

Rick will be torn between two worlds . .

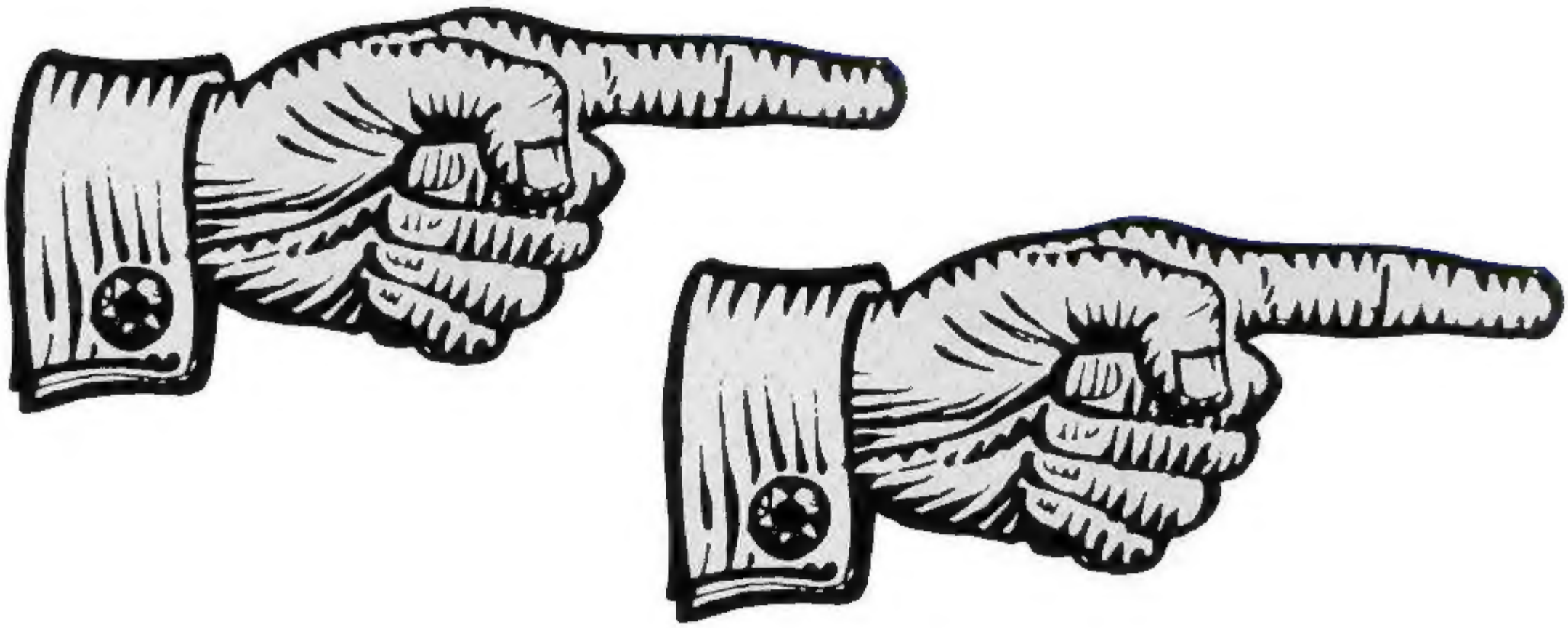


And so, Ricky will make his decision . . .

And so the kid from the suburbs and the girl from the estate next door AND the Hippie chick will all live together in a miserable pad, and find happiness, status and success on the Lower East Side . . .

Nothing to see here!

Please skip ahead.



WHICH MODERN ARTIST IS MOST SUCCESSFULLY COMMUNICATING WITH HIS AUDIENCE?

HERE WE GO WITH ANOTHER RIDICULOUS

MAD FOLD-IN

"Modern Art" has taken some pretty wild turns in recent years. But no matter which direction it takes, it seems to be headed more and more toward total incomprehensibility. Reactions like "What is it?" and "What does it mean?" are almost guaranteed. But there is one modern artist whose work is understood by everyone! To find out who this phenomenal genius is, fold page in as shown.

FOLD PAGE OVER LIKE THIS!

A▸ FOLD THIS SECTION OVER LEFT ◂B FOLD BACK SO "A" MEETS "B"

ARTIST & WRITER:
AL JAFFEE

MANY MODERN ARTISTS HAVE LONG FELT THAT GREAT ART NEED NOT NECESSARILY BE UNDERSTOOD BY THE GENERAL PUBLIC, AND SOME HIDEOUS GROTESQUERIES HAVE BEEN CREATED IN THIS BELIEF!

A▸ ◂B

WHICH MODERN ARTIST IS MOST SUCCESSFULLY COMMUNICATING WITH HIS AUDIENCE?

FOLD PAGE OVER LIKE THIS!

A▸◂B FOLD BACK SO "A" MEETS "B"

ARTIST & WRITER:
AL JAFFEE

GOOD

GRIEF!

A▸◂B

THE BEAT GENERATION

ARTIST & WRITER: SERGIO ARAGONES